Discountland Survey: FedMart, K mart Rank 1-2 in Sales per Sq. Ft.

NEW YORK—A recent study of discounter performance in 1979 by Paine Webber Mitchell Hutchins gave top marks to four regional chains and a national one.

Using some 60 (statistically weighted) financial criteria, the study, "1980 Retail Industry Statistical Compendium," placed Wal-Mart, Caldor, SCOA Industries (Hills) and Hartfield-Zodys—along with K mart—at the front of a field of 34.

(Those included in the study are discounters who Paine Webber identified as being "significant competitors and important volume contributors." Figures are based on the fiscal year completed during 1979.)

Results within individual categories showed that FedMart, with its volume food business, ranked first in productivity with sales per square foot of $199. K mart, industry leader in number of stores, sales volume and net income, ranked second in sales per square foot with $128.

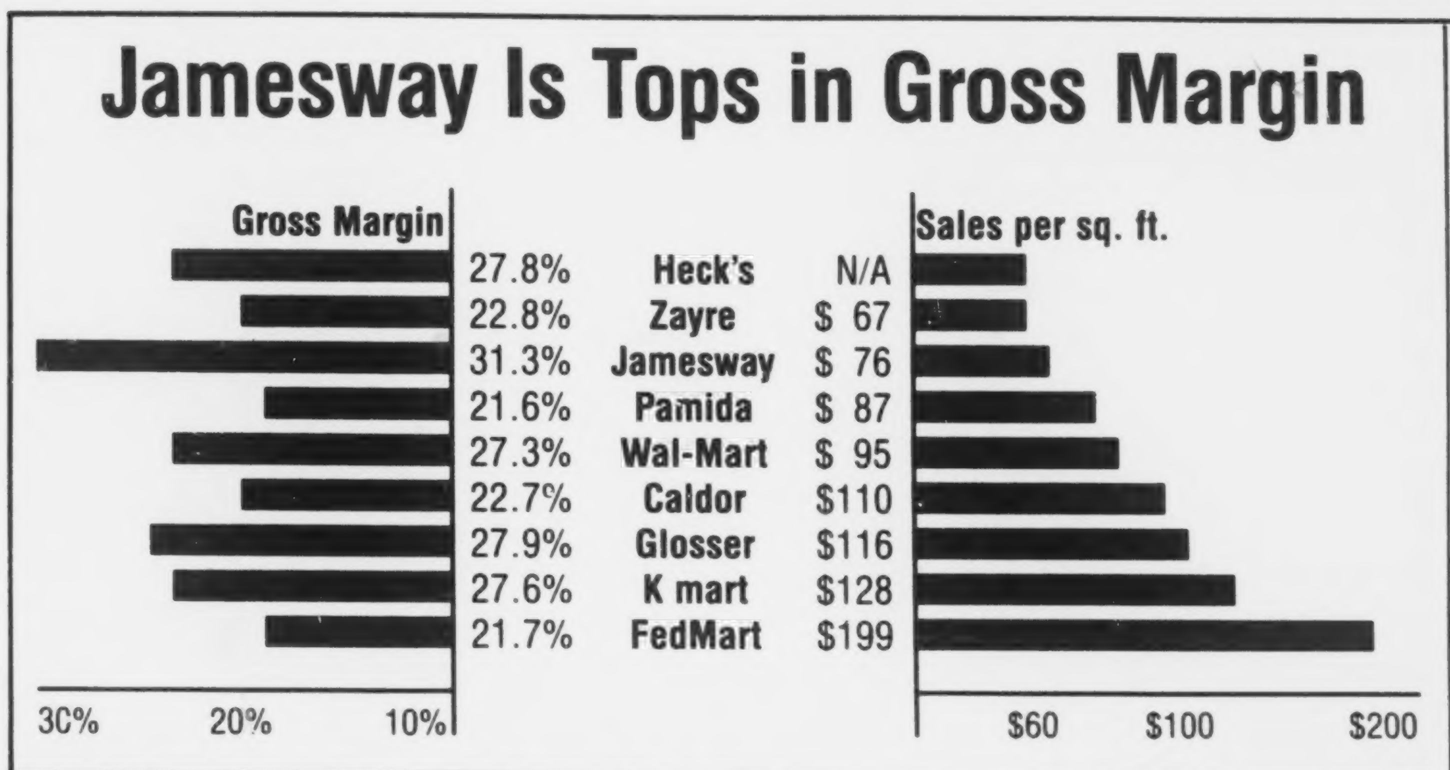
Following those two, using the same yardsticks were Glosser Bros. (Gee Bee) with $116, Caldor with $110 and Wal-Mart with $95. Jamesway, Zayre, King's and Gaylords all fell below the industry average with sales per square foot of $76, $67, $46 and $44, respectively.

In net income, giant K mart set the pace with $343.7 million followed by Wal-Mart ($29.4 million), SCOA ($20.3 million), Caldor ($15.5 million) and King's ($15.1 million). FedMart finished dead last and in the red with a loss of $11.1 million, although the West Coast discounter/food retailer did record the highest sales growth during the period: 40.7%. Much of this growth, however, was derived from the addition of 22 stores since the middle of 1978.

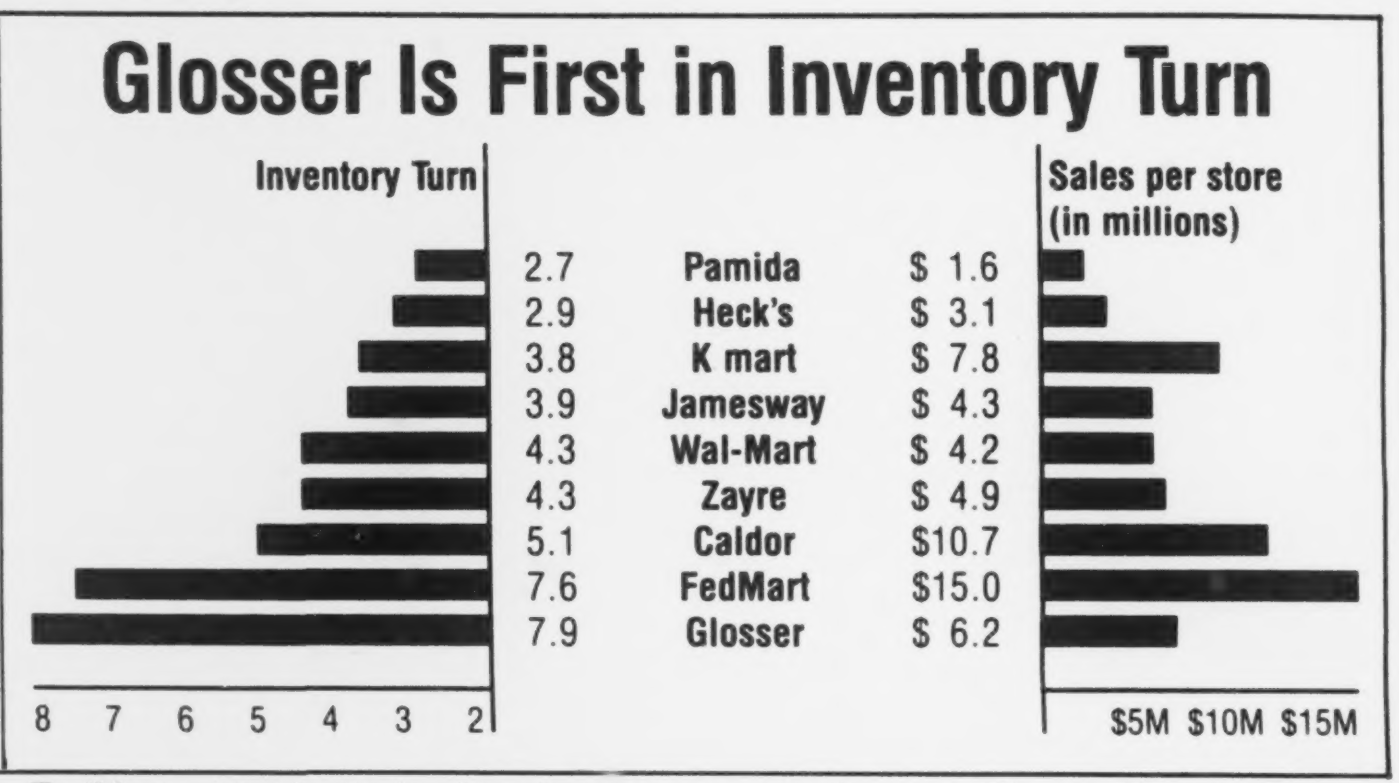
Expansion-minded Wal-Mart saw sales increase by 32.7% last year, consistent with the chain's (compounded) five-year growth pattern of 40%.

Hartfield-Zodys, whose average sales growth was 4% over the past five years, boosted sales by nearly 30% last year. The sales performance at most other chains was consistent with the previous five-year period: In 1978, sales for K mart

(Continued on page 15)



FedMart and K mart finished first and second in sales per square foot, although K mart's gross margin was considerably higher.



FedMart, aided by its food business, was second only to Glosser Bros. in turns. Caldor was also above the study's 4.0 average.

FTC Probe

(Continued from page 2)

store image with emphasis on fashion using the phrase 'The Other Korvettes' to return to a discount image using the phrase 'Korvettes Gives You Discounts Plus.'"

Another reason why the FTC should drop its investigation, according to Korvettes, is that only a small number of complaints regarding the "satisfaction guaranteed" slogan have been received, and Korvettes "is not aware that any claims have been made that it did not honor its policy."

Sears has asked the FTC to drop its request for information on the grounds that the recent law passed by Congress regarding the agency restricts such requests. Sears also notes that the FTC's order "is burdensome and oppressive in that it seeks documents which may be located in more than 3,500 Sears' units throughout the country."

Shifting Gears

Ward pointed out that for more than five years, it has "virtually eliminated" the unqualified use of the "satisfaction guaranteed" term in advertising. Its outlets were encouraged to use in-store displays that make the more limited claim: "Satisfaction is our goal."

Since 1974, Ward noted, its catalogs have not used the "satisfaction guaranteed" term in regard to specific products. The term has only been used on catalog covers in small print, inside catalogs along with a detailed description of the policy, and on only one type of in-store sign.

Ward also pointed out that a purchaser can express "any reason at all for his/her dissatisfaction and obtain a full refund of all money paid," and that such obligations are always fulfilled.

Summarizing its contention that the FTC's request is unreasonable, Ward states that it is being asked "to document implausible interpretations of a claim which was previously investigated and for which the commission has no reason to believe consumers have either been misled or injured."

"Midland is the classy light heavyweight. We're coming out slugging for your business in 1980!"

Pat O'Sullivan

—Patrick E. O'Sullivan,
President
Midland International Corporation

You know where we stand—somewhere between the lightweights and the heavyweights. Larger than the unknowns. Not quite as big as the giants.

Have we got class? Well, look at the way we slugged our way to the top of the CB field in its crowded heyday.

And take a look at who's left in CB. Midland and darned few others. We're not only still in CB. Today we have an expanded line.

Now, without further chitchat, let me get straight to the hard-core reasons why Midland deserves a long, hard look from you in 1980.

Here are 7 good reasons why you're going to like us this year!

1. Our quality control standards are stern and unyielding!

That's true! Our products are manufactured to our precise design standards. And we never give a millimeter on specifications. Careful inspections are made off the line and upon arrival. This is vital to us. Because offering you uncompromising quality is the only way we can make sure you can't get along without us!

2. We deliver!

In our business you work long and hard to offer the kind of service you expect yourself from your own suppliers. Then a merchant says something that makes it all seem worthwhile: "You guys really deliver!" Everybody talks about good service. We deliver it. But that's enough talk. Give us a try. Let us prove that to you.

Our popular Model 200M CB. This year, the Midland CB advertising and merchandising program is hinged on "emergency" situations. These ads are available to help you increase sales.

3. We have products for the important price points where volume business is done!

Backing up that promise is easy. We have the products to do it. Midland offers you good values, priced to move off your shelves and onto your profit sheet.

We cover the important price points in
CAR STEREO
CB
and we have popular models in
WEATHER STATION™ receivers

Discountland Is Surveyed

(Continued from page 14)

grew by 17.6%; Jamesway, 20.9%; King's, 14.9%; SCOA, 13.9%; Duckwall/ALCO, 11%, and Zayre, 10.5%.

Vornado showed a 27.7% drop in sales, reflecting the chain's divestiture of more than 40 East and West Coast Builders Emporium stores.

As for return on assets, Pic 'N' Save led the pack with a 17.1% rate. Assets for the chain totaled $40.4 million of which 43% was inventory. For Wal-Mart, return on assets was 9.1% on assets of $324.7 million with inventory accounting for 53.2%. Glosser Bros. showed an 8.9% return on assets of $292.2 million. Here inventory accounted for 45.8%.

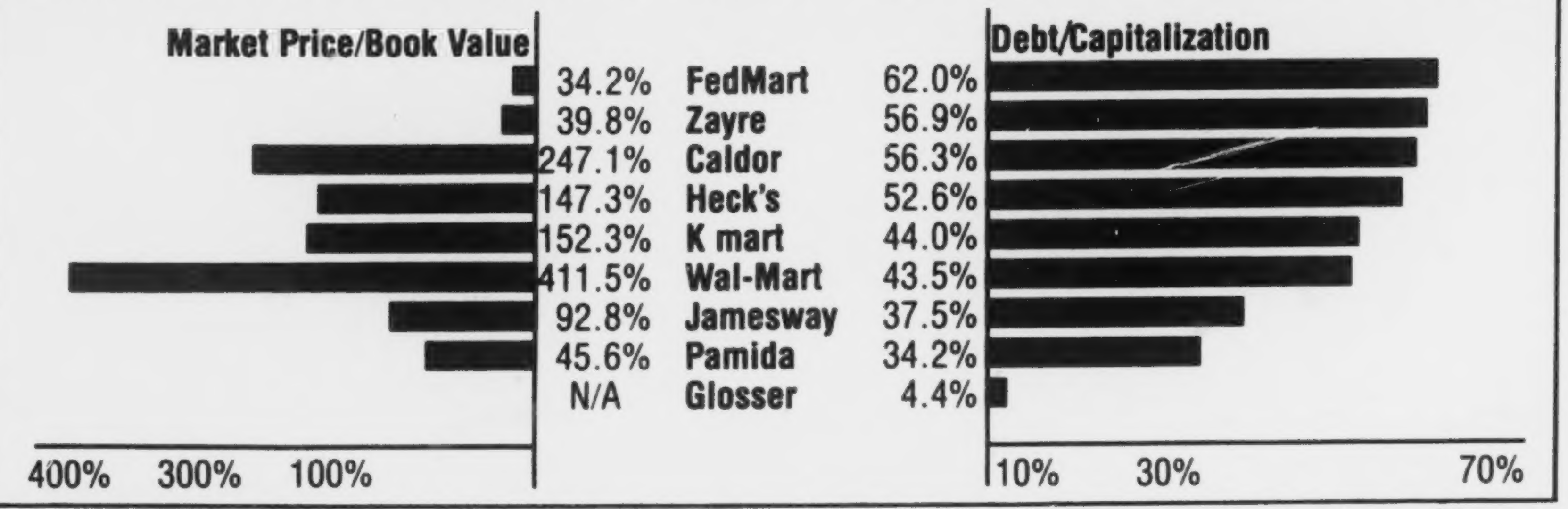
K mart earned a 7.1% return on its $4,836.3 million in assets of which 49.1% was inventory.

At the other end of the spectrum, were Pamida, with a 0.4% return on assets of $136.3 million (inventory accounting for 64.7% of assets), and Fed-Mart which showed a deficit. Assets for the West Coast chain totaled $321.3 million. Inventory accounted for 35.2% of that amount.

On a rating of inventory movement, Glosser performed best. Merchandise moved through its Gee Bee units at an average of 7.9 turns a year. Fed-Mart's food business brought that chain's inventory turns in at 7.6 a year.

SCOA, Hartfield-Zodys and Caldor turned inventories at 5.3, 5.1 and 5.0, respectively, well above the study's average of 4.0.

Market Price Well Over Book Value For 4 Chains' Stock



Market prices for Wal-Mart, Caldor, K mart and Heck's stock were all well over book values. Glosser Bros., Pamida and Jamesway had the best debt/capitalization positions. *DSN charts. Source: Paine Webber*

Expect Senate Unit Will Approve Zimmerman for N.L.R.B. Vacancy

WASHINGTON—Following Senate confirmation of William Lubbers as general counsel of the National Labor Relations Board, the Senate Labor and Human Resources Committee is expected to approve the nomination of Don Zimmerman to fill the current vacancy on the board.

Many of the same business groups that had opposed Lubbers' nomination oppose Zimmerman because he will occupy a traditionally Republican seat. A liberal independent, Zimmerman was formerly a registered Democrat in California.

At present, he is minority counsel of the Senate Labor and Human Resources Committee. As such, he advised the Republican members, particularly Sen. Jacob K. Javits (R-N.Y.), the senior GOP member.

If approved, Zimmerman would serve a term that expires at the end of 1984.

Layaway Plans Advance

(Continued from page 2)

ordinarily would spend $150 for a coat," the King's official explained, "but now they are realizing they can come in and buy something similar from us for just $75 with an initial outlay of only $7.50."

The success of chains with layaway plans may soon reach Wisconsin's Prange-Way as well, which is expected to decide in 45 to 60 days whether to begin one.

A company executive said, however, that he feels Prange-Way, along with other chains, was pressured into considering starting such a program by a stream of false information from Washington.

The executive said many people are turning to layaway plans only because exaggerated talk of high interest rates on credit cards has scared them or because they have been mistakenly led to believe they couldn't get a company credit card.

He said Prange-Way has not cut back on the number of cards it issues.

Kansas-based ALCO was the only discounter contacted who reported it was cutting back on layaway plans.

Benjamin Payne, an ALCO vice president, said while it appeared layaway plans were generally becoming more popular, the higher cost of storing goods was responsible for the cutback.

This year, he said, shoppers will have to pick up their goods within 90 days rather than the previous six months. They will also have to put more down to hold an item—20% compared with the previous 10%.

Woolco Grows

(Continued from page 2)

The stores being reduced are 120,000 sq. ft. and will be shrunk by 25,000 sq. ft. Company officials said they expect to save $130,000 annually per store.

Woolworth officials said the two big "stars" of the company's operations this year are likely to be Kinney and J. Brannam.

Kinney reported sales of $926 million in 1979—a 14.6% increase over the previous year.

With the addition of 380 new stores in the coming year, company officials said profits—pegged at $93 million in 1979—should continue to rise substantially each year.

The total number of J. Brannam stores should be 27 by the end of this year and just short of 60 in 1981. In 1982 an additional 40 stores are planned.

The only division doing poorly is Richman stores, which Woolworth officials said experienced a $6 million decline in profits to $4 million.

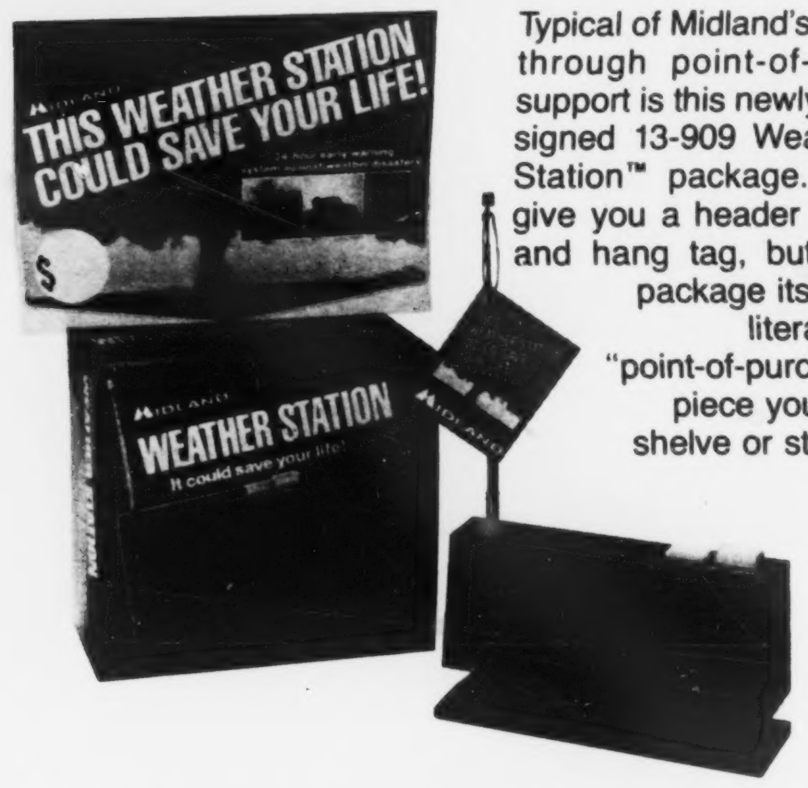
They said, however, that a new format geared for a younger, more fashionable and higher spending customer should help sales and is being implemented in the 298 existing stores.

Company operations in Britain and Germany were reported as "strong," but officials told the stockholders that "Spain has been difficult."

Woolworth is holding off on additional investments in Spain because of poor economic conditions, Anderson said.

4. New products are a transfusion we give ourselves!

The reason we do is to insure our longevity in this business. Actually, our success is dependent not only on exploring new technologies, but studying new markets in our ever-changing society. That is what our researchers and engineers do, continually.



Typical of Midland's sell-through point-of-sale support is this newly-designed 13-909 Weather Station™ package. We give you a header card and hang tag, but the package itself is literally a "point-of-purchase piece you can shelve or stack!"

5. Only one rep from Midland will call on you!

In the past, we probably had some redundancy in our sales coverage of your account. But, no longer. Now I can promise you—no more overkill! You'll deal with only one Midland representative. And he'll be able to show you everything in our line.

6. Our warranty is unusual and truly outstanding!

Very few firms dare to offer an over-the-counter warranty on consumer products. We do. Because we think it pays off for you. And it's the final proof of our complete confidence in Midland quality. Also, for the benefit of you and your customers, we provide nationwide service through 1500 authorized Midland service stations.

Just as in CB, Midland is committed to staying in car stereo with a complete line long after the also-rans have dropped out. This is our mini-chassis, high-power, fully automatic stop 67-460 cassette player with AM/FM/FM-Stereo receiver.

7. We are going to offer advantageous terms, too!

Investigate the specifics of this program. Especially in today's volatile financial period, we believe you are going to find them extremely interesting.

Any questions?
Anything I can clear up?

Do you want to know more? Or are you simply curious about some aspect of Midland's 1980 products and program? Call 816/241-8500. We'll be happy to level with you, as I have in this ad. Thanks for hearing me out. You can write if you like: Midland International Corporation, P.O. Box 1903, Kansas City, Missouri 64141.

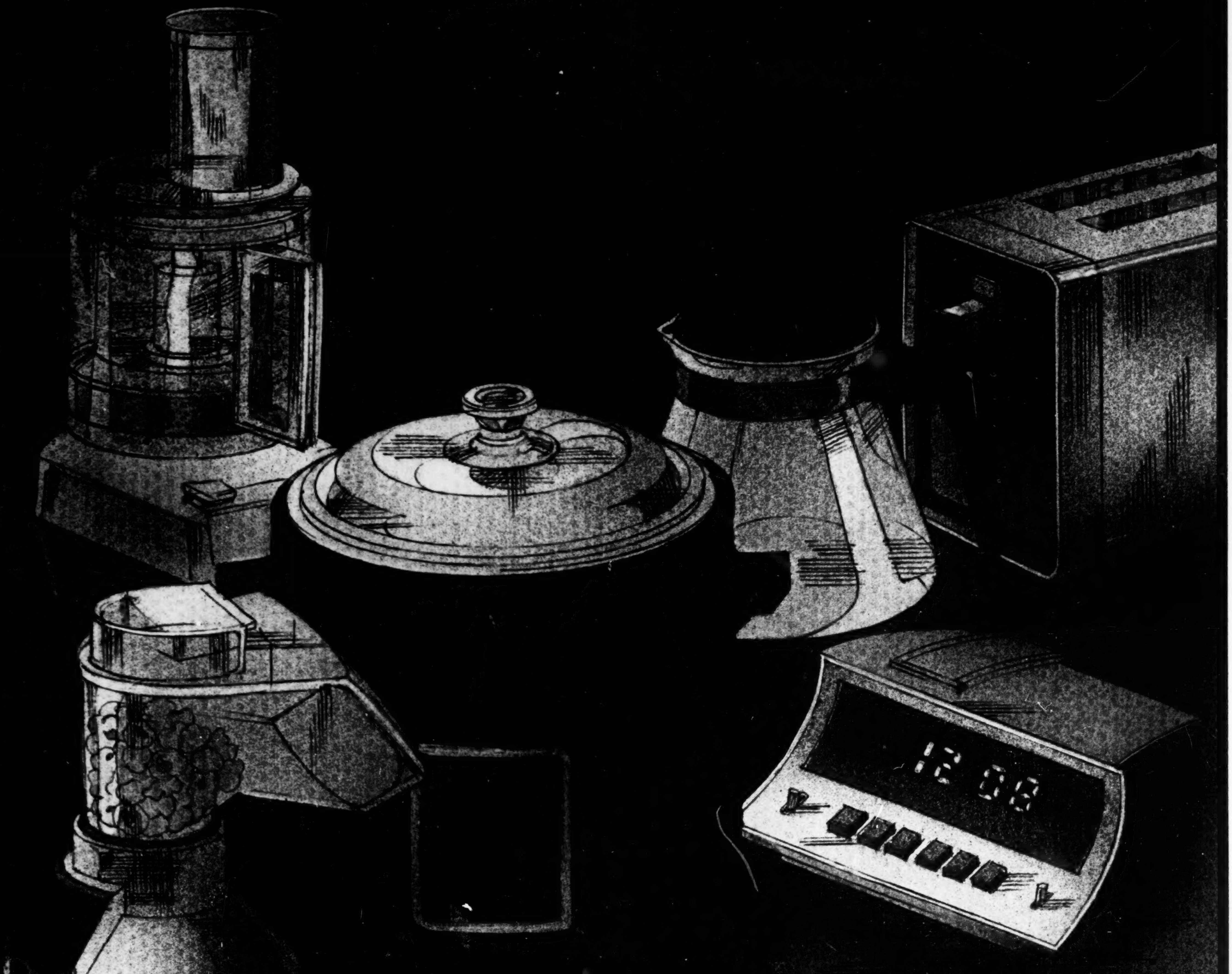
New for 1980. Midland 2-Way FM radios for business communications. A tested and proven line that Midland has sold in international markets, now available domestically.

MIDLAND®
THE CLASSY
LIGHT HEAVYWEIGHT.
(Stronger than the little guys . . .
livelier than the giants!)

A member of the Beneficial Corporation Family.

Discount Store News

SMALL ELECTRICS SUPPLEMENT



SMALL **ELECTRICS** SUPPLEMENT

Electrics, Housewares Powerhouse, Seen Key Volume Producer Despite Recession

Nationwide DSN Report

Electric housewares, that basic hard goods category, was cited by a K mart executive as one of the few departments to show a good sales gain in the first quarter of 1980 despite the deteriorating economic environment.

That pointed up the fact that traffic appliances are a powerhouse housewares area.

And, discount store and catalog showroom merchandisers expect small electrics to remain a key sales-producing category for the remainder of this year, despite the economic slowdown. The plus factors will be consumers' recognition of brand names, and their demand for basics for everyday use and gifts, especially during the fourth-quarter Christmas holiday period.

A Jamesway executive noted that the economy has resulted in a stronger interest in lower-priced items and a cutback of fringe goods. Basic, sharper-priced merchandise is being featured more in ads, he noted, to generate more traffic and sales.

The availability of a broad array of kitchen electrics with non-stick finishes, and the growing interest in updated basics such as lightweight irons and electronic solid-state controls were pinpointed by a Modern Merchandising executive as responsible for small appliances' continued strong sales outlook.

A Jefferson merchandiser added that gross profit dollars were the key concern in merchandising traffic appliances. He explained that electric housewares are a strong producer of gross profit dollars that end up on the bottom line.

Those upbeat views of traffic appliances as a merchandise area are underlined by the category's past sales performance and by its longstanding importance to discounters and catalogers.

Manufacturers agree that dis-

(Continued on page 45)

Middle-of-Road Pricing, Promos To Be Stressed

Nationwide DSN Report

Discounters are counting on middle-of-the-road pricing and extensive promotions to sustain the small-appliance business in the face of a recession.

Merchandisers reason that the midprice range will satisfy the overriding consumer demand for quality, sturdy merchandise at prices shoppers can still afford.

"The middle-price range is strongest in most categories of appliances," said a Matco buyer.

Except for some forays into electric scales and quartz heaters, discounters will largely avoid fringe or novelty items for the fall and Christmas season.

The emphasis on middle-of-the-road pricing is evident in food processors. Zodys, Heck's and Target, among other chains, have been heavily promoting them in the $40 to $50 range. A Gold Circle merchandiser reported that processors priced at $40 and under, with a rebate, represented almost all movement in the category.

Since most discounters view the processor as an everyday item, they are also carrying $69 and $79 models. But a Magic Mart buyer admitted: "These price points are just too high for most shoppers these days."

Others noted that the food processor business tends to accelerate in the fall and the Christmas season, which partly explains why the category has gotten off to a relatively sluggish start this year.

"The category usually takes off between Thanksgiving and Christmas, and we allocate substantially more space for processors at that time than the rest of the year," noted a buyer at S. E. Nichols.

For the most part, processors

(Continued on page 45)

Regal Vogue Aluminum Cookware
SilverStone
SilverStone
SilverStone
SilverStone

Cleaning is not a sticky subject with Regal.

Regal makes it easy to clean. Which makes Regal easy to sell. In fact, you'll find 53 shining examples of Regal products with non-stick SilverStone interiors.

And they're all packaged right, priced right and promoted right to give you the business.

Regal

REGAL WARE, INC. KEWASKUM, WISCONSIN 53040

SMALL **ELECTRICS** SUPPLEMENT

:lectrics: a Powerhouse

(Continued from page 40)

ounters and catalogers to-ether currently account for bout half of the retail traffic ap-liance business, and this share ; growing, particularly for cata-)gers, as conventional depart-ıent stores trim back their ıerchandising to feature mainly gh-priced specialty kitchen ectrics.

Small appliances have :counted for 20%-35% of anufacturers' total house-ares sales during the past dec-le, according to the National)usewares Manufacturers As-ciation's annual surveys.

Last year's 27% share came ıt to $4,206,330,000, an .5% jump from the $3,774,-:0,000 the previous year.

That 20%-35% share of man-facturers' housewares volume ; produced by only 10%-11% of ıe industry's total number of roducers, a ratio that has re-ıained fairly constant for the ast 10 years.

Discounters' and catalogers' 0% share of manufacturers' lectrics sales to retailers works ut to about $2.1 billion at /holesale or about $3 billion at etail.

A breakdown of manufactur-rs' traffic appliance sales by rost & Sullivan, a marketing re-earch firm, showed that in)78, the latest year studied, tchen electrics accounted for ıt wholesale) $1.8 billion, per-onal care appliances $900 mil-on and floor care products $1.1 illion.

Statistical information report-ed by the National Mass Retail-ng Institute pointed up the nportance of traffic appliances r discounters.

The Mass Retailers' Mer-ıandising Report for 1978-79 oted that traffic appliances on the average account for 2.3% of store volume, but that sales hit distinct highs during certain major gift-giving periods of the year.

Of the total traffic appliance volume, an average of 25.5% of the sales occurs in December, following 11.8% in November.

Lesser highs occur in May and June with the Mother's Day, Graduation and June Bride gift periods. The average is 8.9% for May and 8.5% for June.

The NMRI biennial study clearly showed that electrics is a strong gross profit dollar producer, rather than just a breakeven area as sometimes depicted.

The study showed traffic appliances to have an average 28.5% markup that worked down to a 21.9% maintained markup after an 8.8% markdown and a 20% promotional markdown.

The gross profit percentage came to an average 21.1%. The

(Continued on page 50)

Decade in Review: Electrics Do 20%-35% of Mfrs.' Housewares Sales

Year	Mfrs.' Housewares (incl. Electrics) Sales; % Change	Electrics Mfrs.' % of Housewares Sales	Electrics Mfrs.' Sales; % Change	No. Electrics Mfrs. As % of Housewares Mfrs.
1979	$15,579,000,000 +15.6%	27%	$4,206,330,000 +11.5%	10%
1978	13,479,000,000 +13.4%	28%	3,774,120,000 +5.9%	10%
1977	11,885,000,000 +8.4%	30%	3,565,000,000 +8.4%	10%
1976	10,963,000,000 +13.0%	30%	3,288,900,000 +30.4%	11%
1975	9,702,000,000 +1.0%	26%	2,522,520,000 −6.6%	11%
1974	9,642,000,000 +11.2%	28%	2,699,760,000 −11.0%	12%
1973	8,667,000,000 +22.7%	35%	3,033,450,000 +53.4%	13%
1972	7,061,000,000 +15.1%	28%	1,977,080,000 +53.5%	11%
1971	6,135,000,000 +13.6%	21%	1,288,350,000 +19.0%	9%
1970	5,400,000,000 −1.4%	20%	1,080,000,000 −6.0%	N.A.

Electric housewares has shown uneven growth during the past decade, a situation that reflects (a) hot sales of fad items that boost volume for a short time, and (b) spurts in nonelectric housewares sales that result in small appliances accounting for a varying percentage of total housewares volume. Overall, electrics has maintained a 26%-30% share of total housewares industry sales (at wholesale) during the past five years, compared to a 20%-35% share the previous five years.

(DSN chart. Source: National Housewares Manufacturers Association annual market studies.) N.A.—Not available.

/iddle-of-Road

(Continued from page 40)

aven't adversely affected sales f blenders and mixers, merhandisers maintained.

One reason: Food pro-essors appeal to different cus-)mers than do mixers and 'enders. "The customer inter-sted in a processor is innova-/e and wants to try a new)ncept," observed a Target erchandiser. "The customer ho is a heavy baker or does eavy base preparation wants a and mixer, and you won't sell r something else."

An ALCO buyer noted that the ıain's stand mixer and middle--high-end blender sales have en unaffected by processors.

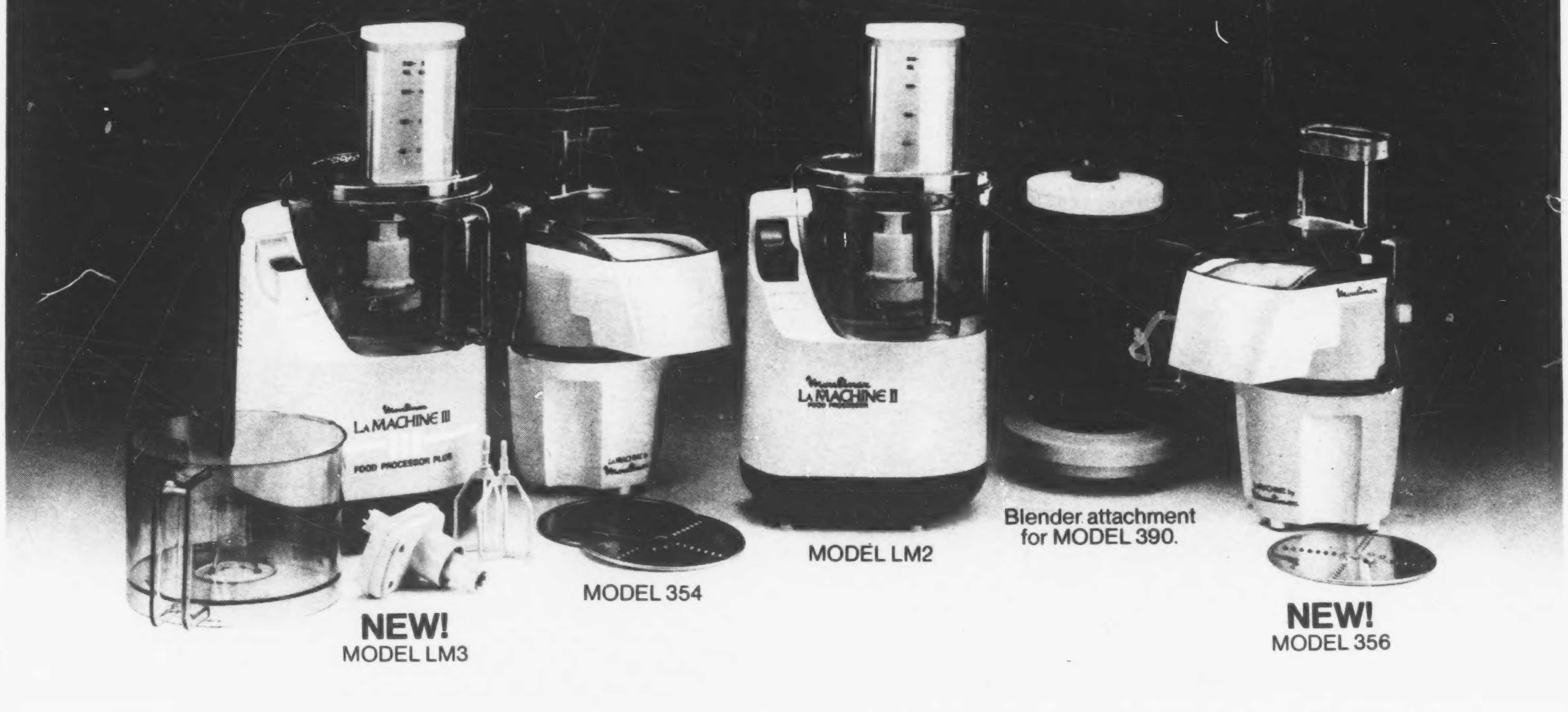
Zodys buyer thought pro-ssors might siphon some les from high-end blenders, ıt added: "I am still doing very ell with high-end blenders, ıich sell only a few dollars be-v some food processors."

Toasters, irons and other sic appliances will remain lid performers, since most oppers figure these are items ey can't do without. The light-ight irons increasingly are ining more shelf space, as leading manufacturers steadily discontinue heavier, standard models.

Nevertheless, discounters report that shoppers' allegiance to the heavier models remains strong. The Target buyer observed that customers have yet to embrace the lightweight irons to the degree that manufactur-

(Continued on page 50)

You're not in the food processor business unless you carry La Machine™ from Moulinex®



because no other line gives you the wide range of models that sells every customer, with open-chute, built-in bowl, blender and mixer attachment—all supported by major national advertising.

Moulinex has the line of food processors that gives you the most to sell. And La Machine™ has the widest range of models, so you can give your customer the food processor of her choice. That means more sales for you. Moulinex offers open-chute models and built-in bowl models, models with blenders and mixer attachments, basic and more sophisticated models, moderate-priced and higher-priced models, covering all the consumer's possible choices. Shown here are some of the most popular Moulinex designs. No other line gives you this unbeatable combination: A wide range of product features and price points, strong advertising support, and fast, reliable delivery. You're not in the food processor business unless you carry La Machine™ from Moulinex.

Model 354.
Our leading open-chute model.

Model LM2.
Our leading built-in bowl model.

Model 390.
Our leading blender model.

The New Model 356. This meets a consumer demand for a fine full-function food processor at a very reasonable price.

The New Model LM3. We've introduced an even more sophisticated version of the LM2 for the customer who wants the ultimate. All the functions and features of the LM2 plus an extra bowl and light-duty mixing attachment for whipping cream, beating egg whites, preparing mayonnaise, meringues, cake mixes, etc.

The Moulinex introductory rebate program through December 31, 1980:

Product	Rebate
La Machine™ Model 356	$7
La Machine™ Model 354	$7
La Machine™ II Model LM2	$7
La Machine™ III Model LM3	$7
La Machine™ Elite Model 390	$10
La Grande Machine™ Model 517	$15

Moulinex® LA MACHINE™
is growing in America
Moulinex Products Inc., 30 Main Street, Danbury, Conn. 06810

SMALL **ELECTRICS** SUPPLEMENT

Curling Brushes Give a Lift to Personal Care Appliance Business

Nationwide DSN Report

Curling brushes have helped personal care appliances fluff up new sales and given more body to the classification.

A Target merchandiser explained that curling brushes took off immediately, indicating that the consumer was ready for something new in personal care appliances.

He added that brushes have made the hair curling area the hottest part of the hair care appliance business, but that the new item has resulted in a decline in curling wand action.

Sales of styler/dryers, the other portion of the hair care appliance field, have remained flat, discounters and catalog showroom merchandisers reported, reflecting the maturity of this business.

Pistol dryers are the key items, a Jamesway merchandiser noted, because consumers want "something substantial in their hand when they dry and style their hair."

A MacDonald Showrooms merchandiser added that personal care appliance sales keep growing because of the boom in hair care appliances. Curling brushes are hot, replacing curling irons, while styler/dryer sales have been maintained by the strong movement in pistol models.

A Major Share

Hair care appliances (excluding hard-hat and bonnet dryers and rollers) account for 50%-60% of the personal care business for discounters and catalogers, with the remaining volume coming from the other items used for hair care plus such specialized products as foot massagers and face and body care appliances.

The sales breakdown reflects the two types of merchandising programs followed for personal care appliances: Hair care items are featured for traffic through sharp promotions and low margins, while the other products are the high profit producers, often carrying margins in the 40% to 50% range.

The greater number of sku's carried for hair care as compared with the other type of personal care appliances has resulted in an overall low gross margin but high turn.

This was pointed up by a Frost & Sullivan personal care appliance market study issued last year which showed that almost half of the discounters surveyed reported an average gross margin for personal care appliances that ranged between 15% and 25%, while 75% of the discounters listed turns ranging between three and seven.

Catalog showrooms had lower gross margins and didn't achieve significantly higher turns than discounters, the study reported.

Just under half the showrooms questioned listed an average gross margin in the 10% to 15% range while just under 60% reported turns ran from three to five.

The report noted that "for retailers, their final average maintained gross margin is of utmost importance. Using all margins 25% and above as a benchmark, catalog showrooms are weakest with only 4% at that level. The retailers second to department stores [which are highest with 54% at that level] are discounters at 36%. In overall averages, discounters give 25.6% off on sale and catalog showrooms' markdown [for sales] is 26.5%, only slightly higher."

The key to the differences in productivity between discounters and catalogers, the study reported, "are in regular markdowns. Showrooms' average markdown is 19.7% and the discounters' 16.8%, a much greater difference [than the ad markdowns].

"In conclusion, catalogers' showrooms are selling a greater percentage of their personal care appliances on sale and discounters are doing more business at the regular price."

The study asserted that there "are some important contributing factors to this phenomenon. Showrooms place these products on sale frequently and use them as traffic builders. Also, showroom sales are often of the planned purchase sort [due to the use of the catalog by shoppers]. Discounters have a broad line of goods and are in a better position to attract impulse purchases. In addition to achieving higher average gross margins in personal care appliances, discounters had a higher inventory turn."

Discounters' greater productivity in personal care appliances is also evident from a number of other portions of the Frost & Sullivan study.

Discounters Tops in Sales, Footage, Turns

	Discounter	Catalog Showroom	Department Store	Drug Store
Personal Care Appliance Sales (add 000)	$1,071	$218	$189	$193
Shelf Space (ft.)	32.0	29.4	29.7	31.1
Sku's	7.4	9.9	8.0	6.6
Turns	5.0	4.1	4.2	4.1
Average Maintained Gross Margin	22.4%	14.6%	24.1%	21.6%
Regular Markdown	16.8%	19.7%	7.7%	12.0%
Ad Markdown	25.6%	26.5%	17.8%	22.5%

(Source: Frost & Sullivan survey)

When seven key factors are averaged out for personal care appliance merchandising, discounters are No. 1 in sales, footage and turns, and No. 2 in average maintained gross margin.

The broader selection carried by discounters has resulted in these stores generating a higher volume than catalogers. Only 49% of the discounters reported sales under $100,000 compared with 58% for catalogers; 38% each of the discounters and catalogers had sales in the $100,000 to $1,000,000 range; only 4% of the catalogers but 13% of the discounters had over $1,000,000 in sales.

Discounters, despite their use of mass displays as compared with catalogers' sample-sell, tended to use less footage to show personal care appliances, a factor that helps to explain discounters' higher turn.

Thirty-nine per cent of the discounters were able to display the category in under 20 linear feet, while 31% of the catalogers used this much footage; 37% of the discounters devoted between 20 and 39 linear feet to

(Continued on page 49)

WEAR-EVER
ITS FALL

We're supporting the Wear-Ever cast of star performers with a four-star advertising and promotion program for the big prime fall selling season.

From the largest network and spot television buys in our history, to a combined TV and print schedule that'll reach a whopping 90 percent of your prime prospects an average of five times, to a new and exciting series of traffic-building promotions.

WEAR-EVER
KABOB-IT

KABOB-IT DESTINED TO BE ENTERTAINER OF THE YEAR.

The new Kabob-It electric hot hors d'oeuvre/meal maker has already received advance rave reviews.

And with support from 4-color print ads and a sparkling 30-second TV commercial appearing in local markets, plus Kabob-It's featured role in the 1980 Family Circle/NFL Tailgate Party Sweepstakes promotion and Gannett Festival of Foods cooking show, you'll want to give it center stage in your displays.

PREMIUM COOKWARE & BAKEWARE WITH SILVERSTONE*: THE WELL-KNOWN, SEASONED PERFORMERS.

Wear-Ever quality cookware with easy-cleaning DuPont SilverStone has packed houses all over America. Your customers can see it in national women's magazines and in a 30-second commercial available for dealer tagging. And remember, now Wear-Ever Bakeware with SilverStone comes in a new package. We'll be making Wear-Ever Cookware and Bakeware part of continuing in-store demonstrations and promotional programs this season, too.

*DuPont's registered trademark for its premium non-stick surface.

DU PONT SilverStone PREMIUM NON-STICK SURFACE

SMALL **ELECTRICS** SUPPLEMENT

Personal Care Study: Discounters More Productive Than Catalogers

(Continued from page 48)

this merchandise compared to 48% of the showrooms; 21% of discounters and catalogers used 40 to 99 linear feet for display while 3% of the discounters even had 100 to 199 linear feet for personal care appliances.

The study noted that "there is a strong correlation between the amount of linear feet of shelf space devoted to personal care appliances and their overall importance as a product line to total store sales. Clearly, catalog showrooms and discounters are making personal care an important part of their product mix."

Eighty-nine per cent of the department stores devoted under 30 linear feet to this category. The study pointed out that "considering that department stores' share of personal care appliance sales has been declining over the years in favor of discount stores, it is possible that department stores are now cutting back on their space commitment to personal care."

The strong focus that discounters place on hair care appliances was noted in the study's report on the number of sku's carried by discounters and catalogers.

Discounters carried 16.6 sku's in hair care, just under the 17.5 offered by catalogers. But discounters went with far fewer units in the other personal care areas: 18.8 combined for discounters for facial, body and foot care compared with 28.9 for catalogers.

Discounters and catalogers offer about the same number of price points for the various personal care appliances, according to the study. Discounters have four price points for hair care appliances compared with 3.7 for catalogers, while both retailers have two points for foot care items and both offer up to 2.5 for the other facial and body care items.

The Target merchandiser asserted that while personal care electrics across the board should do well, hair care appliances will be the best-selling area because there's a high replacement market.

The makeup of the hair care appliance mix, especially in the curling wand area, will see significant changes this fall, discounters told DSN.

An ALCO merchandiser reported that the boom in curling brushes has resulted in the chain now carrying four sku's, compared with just two last year. One curling iron has already been dropped from the mix and another may go if brush sales continue hot.

Heck's started with one brush, added a second and plans to include a third this fall, a merchandiser noted, with the curling wand selection cut from seven to six to make room.

Curling brushes, he added, will be a key back-to-school promotional item, with 72 to 96 pieces being ordered per store for ads scheduled to break next month.

Twenty per cent of Conley's personal care volume comes from curling brushes, a merchandiser reported, and two or three more sku's will be added in the fall to reflect the continued growth of this merchandise.

Average Maintained Gross Margins Compared

Average Maintained Gross Margin %	Discount Store %	Catalog Showroom %	Department Store %	Drug Store %
Under 10.0	0	15	4	8
10-14.9	11	44	13	12
15-19.9	24	15	2	18
20-24.9	21	17	21	26
25-29.9	21	2	28	13
30-34.9	11	2	15	16
35-39.9	0	0	4	3

(Source: Frost & Sullivan survey)

The average maintained gross margin for personal care electrics for most discount stores ranges between 15% and 30%, while for most catalog showrooms it is under 20%.

Discounters, More Than Catalogers, Utilize Distributors

Discount stores and catalog showrooms follow different distribution plans for personal care appliances, both on the buying and receiving ends.

Discounters rely more on distributors than do catalogers. Mass retailers tend to ship goods to stores and chain warehouses while showroom operators favor direct delivery.

These two different distribution patterns were evident in the Frost & Sullivan study of the personal care appliance business.

The study noted that while discounters and catalogers "follow much the same purchase patterns . . . the vast majority—45.7% of catalog showrooms—purchase directly from the manufacturers. Purchasing through manufacturer reps is another way of purchasing directly, and catalog showrooms do this to a high degree also."

Discounters, the study added, "are more likely to use independent distributors, buying groups and buying services than catalog showrooms."

But, the heavy reliance on direct purchase by catalogers and use of distributors by discounters still allow for the two types of retailers to obtain large amounts of merchandise through other channels.

The study noted that 21.3% of discounters used distributors, and obtained only 64.6% of their merchandise from this source. The 26.2% of discounters buying direct purchased only 59.4% of their goods this way.

On the cataloger side, the 45.7% that bought direct obtained 73.5% of their merchandise from the manufacturers; the 14.3% that used distributors purchased 83% of their goods from this source.

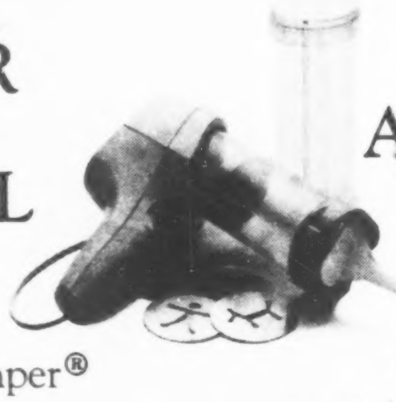
The end point of the distribution process is more clearly defined. Sixty-five per cent of the catalogers had personal care appliances sent direct to their showrooms, while only 32% of the discounters bought direct for the stores. Fifteen per cent of the catalogers and 18% of the discounters had goods go right to their warehouses. Meanwhile, 47% of the discounters sent goods to the stores and warehouses as compared with only 19% of the catalogers that had merchandise flow to the showrooms and the main warehouse.

PREVIEWS
PROGRAM.

POPCORN PUMPER

POPCORN PUMPER FIRST IN THE MARKET & STILL A WINNER.

America will see just how the Wear-Ever Popcorn Pumper® electric hot air cornpopper brings home the taste of movie theatre popcorn in an eye-catching new print ad to run in national women's magazines and in People, too. Plus it'll be featured in an exciting new TV commercial and promoted on network TV game shows during the prime November-December selling season. And it's in the 1980 Family Circle/NFL Tailgate Party Sweepstakes promotion.



SUPER SHOOTER® A SUPER STAR AGAIN THIS YEAR.

We'll feature the hit "Ready, Aim, Christmas" commercial on network TV this fall, offering your customers a special gift package that includes a free extra barrel. Add to that our local support programs, and the Super Shooter electric cookie gun and canapé-maker should continue to be a real crowd pleaser wherever it's displayed.

Look for other Wear-Ever support programs including traffic building in-store demonstration events as well as NRHA Fall Home Value Days and Modern Bride's department store bridal programs. Contact your Wear-Ever representative soon so you can have plenty of stock on hand in time for the hot fall selling season.

And don't forget to visit the fun Wear-Ever booth (numbers 4109-4115) at the Housewares Show for a close-up, backstage look at the full line-up of our star performers for 1980.

CHICKEN BUCKET BRINGS HOME THE SECRET OF TAKE-OUT CHICKEN.

The Wear-Ever Chicken Bucket® low pressure fryer cooks chicken the way professionals do. Even pressure cooks, too.

And with our local market support programs, you can tag our newspaper ads and TV and radio commercials with your store's name.

What's more, the Chicken Bucket takes center stage in the prestigious Southern Living cooking school demonstrations, too.

WEAR-EVER
CHICKEN BUCKET
LOW PRESSURE FRYER

Wear•Ever®
Wear-Ever Aluminum Inc.,
Chillicothe, Ohio 45601.

Discounters Up Productivity

Productivity Measurements	1976-77	1978-79
Markup %	24.3	28.5
Total markdown %	7.0	8.8
Promo markdown %	N.A.	20.0
Maintained markup %	19.3	21.9
Gross profit %	19.9	21.1
Electrics' % of total store sales	2.6	2.3
November sales as % of total electrics sales	14.7	11.8
December sales as % of total electrics sales	28.9	25.5

(DSN chart. Source: National Mass Retailing Institute's Mass Retailers' Merchandising Reports for 1976-77 and 1978-79.) N.A.—Not available.

Discounters have boosted small-appliance productivity in the past two years compared with 1976-77. Markup percentage and maintained markup percentage have gone up at the same time that electric housewares' share of total store sales has remained fairly constant. Discounters have also been able to increase electrics sales throughout the course of the year so that business done in the key holiday months of November and December, as a percentage of the year's total electrics volume, dropped by 16.9% to 37.3%.

Powerhouse

(Continued from page 45)

4.1 turnover, among the highest for hard goods, helped to make the category a strong producer of gross profit dollars.

Traffic appliances are a key gift item, with discounters the leading retailer, according to a *Better Homes & Gardens* consumer survey. Catalogers vied with conventional department stores for the runner-up spot.

The magazine's survey showed that in the five different price ranges studied, discounters (a) were the top retailer in four; (b) sold to 40% or more of the consumers buying goods in three price areas, and (c) were second to conventional department stores, with sales to 24% of consumers purchasing goods in the highest price range, over $30.

In the various price ranges, discounters sold to (a) 41% of the shoppers buying in both the $10-$15 and $15-$20 range; (b) 42% of those buying in the $20-$25 range, and (c) 37% of those buying in the over-$30 range.

The figures for catalogers were (a) 15% of those shoppers purchasing in the $10-$15 and $20-$25 ranges; (b) 10% of those buying in the $15-$20 range; (c) 14% of those buying in the $25-$30 range, and (d) 18% of those buying in the over-$30 range.

Middle-of-Road

(Continued from page 45)

ers think.

"I think there is a definite psychological bias toward the heavier irons as being more effective than the lighter models," he asserted.

However, discounters said the trend toward lightweight irons is irreversible. A T.G. & Y. buyer reported that widespread manufacturers' advertising of lightweight irons was steadily boosting consumer interest. The Oklahoma City-based chain is carrying two lightweight models.

So sweeping is the thrust toward lightweights that Gold Circle's iron section features a standard high-end model, a standard low-end item and "everything in between will be virtually all lightweight," noted a merchandiser.

Several chains reported that conventional toaster-ovens have been hit hard by the sluggish economy. "Toaster-oven sales have slowed more than those of any other traffic appliance," said an A-Mart executive. An ALCO buyer termed the category "average."

A Magic Mart executive was adamant about toaster-ovens: "It has never been a good category for us and I wonder if it ever will be. We tried lots of things but they didn't work. Toaster-ovens also take up too much space, so I think we will cut back on space allocation."

At the same time, he reported brisk sales in pop-up toasters, especially two-slice, models. Heck's and A-Mart both said that sales of two-slice toasters, priced between $10.99 and $12.99, were holding up well.

Coffeemakers seem to be rebounding slightly, after a leveling of sales late last year. A buyer at Goldman's noted a sales upswing during the spring in regular perk coffeemakers under $20 and drip coffeemakers.

You want Presto® because they want Presto®

This year, like last, the big gift seller is bound to be Presto® PopCornNow® continuous hot air popper. In side-by-side selling, your customers choose Presto because it has the features, quality and promotion.

Continuous feed, nonstop popping. Pops as much or as little as they want, without stopping.

The exclusive ButterWell® melter to automatically butter as it pops.

Handsome styling of a quality appliance, not a toy.

It all adds up to consumer preference that clears your shelves.

Powerful national advertising keeps Presto the first name in hot air poppers with month after month, week after week, four-color ads in powerful national magazines, plus participations on network TV game shows.

Presto PopCornNow popper, this year's big gift seller because your customers want it. And that's why you want it, too.

PRESTO®
...innovation to make it first quality that makes it last and last™

1980 by NATIONAL PRESTO IND. INC.
EAU CLAIRE, WI 54701

Available in Canada through Toastess Corp., Pointe Claire, P.Q.

HOUSEWARES SHOW SECTION

Discount Store News

PMA

PRODUCT MOVEMENT AUDIT

Value Is King; $10-$20 Items Crown Electrics

By Howard Bobroff
President,
Myron Nickman Distributors

Retailers' cutback to basics and lower-priced items to maintain a slim but productive traffic-appliance mix in the face of the weakening economy was evident in the Product Movement Audit for Jan. 1-May 29. Staples, particularly those in the "magic" $10 to $20 range, dominated the report.

The push to become lean became especially noticeable in the June post-audit period as retailers reported traffic appliance inventories were higher than desired. However, the trend toward an inventory cutback wasn't a question of just dropping higher price points, but rather of focusing on value—offering customers items and features at price points that will attract sales.

Discounters can expect some help from manufacturers this fall in establishing value as a selling factor.

For one thing, rebates will be extensively offered by manufacturers—and, just as important, producers plan to heavily promote the rebates.

Smaller Price Hikes

Manufacturers have indicated that the weakening economy has resulted in smaller price hikes, due to be posted at the housewares shows. The emphasis on the manufacturer end—similar to the effort among retailers—is to move merchandise, with the closing down of production lines the last resort.

Besides rebates, manufacturers will be offering special promotional models and new designs to help move goods. This merchandising approach should be evident at the shows, where a number of producers plan to introduce special models of food processors designed to retail at under $40, and where a new look that features a tall silhouette is due to be shown by at least one manufacturer.

The focus on basics and lower-priced electrics means that personal care appliances and gift-oriented goods such as hot-air popcorn pumpers will be big this fall and during the holiday gift period.

A number of retailers have indicated that hair care appliances and the hot-air pumpers

(Continued on page 54)

ELECTRIC HOUSEWARES

Figures for Jan. 1-May 29 supplied by Myron Nickman, a division of Cook United, Maple Heights, Ohio, cover 900 stores, including 125 discount department stores in the Midwest. Average retail pricees listed by the distributor reflect typical price points for discount clients.

STYLER/DRYERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Conair 1250W Vagabond	1,320	16.63	21,951.60
2	Gillette 1200W Supermax	854	22.80	19,471.20
3	Northern 1000W	1,693	11.46	19,401.78
4	Windmere 1250W Boss	1,226	13.11	16,072.86
5	Conair 1200W Pro Styler w/brush	661	21.80	14,409.80
6	Gillette 1000W Supermax 2	733	19.49	14,286.17
7	Clairol 1200W Son of a Gun	626	20.15	12,613.90
8	Northern 1200W compact	1,381	8.59	11,862.79
9	Northern 1200W	1,063	10.18	10,821.34
10	Conair 1000W Pro Dryer	750	13.60	10,200.00
11	Gillette 1300W Supermax Pro	450	18.15	8,167.50
12	Clairol 1200W Shoot the Breeze	411	17.45	7,171.95
13	Sunbeam 1200W Win-Aire	537	13.23	7,104.51
14	Non' o 1000W Gotcha Gun	604	11.71	7,072.84
15	Conair 1200W Pistol Power	554	12.46	6,902.84
16	Windmere 1200W Dry Baby	395	12.04	4,755.80
17	Gillette 1400W Supermax Pro	192	21.48	4,124.16
18	Clairol 1200W Son of a Gun	125	20.79	2,598.75
19	Shetland 1200W Pony Pro	128	9.56	1,223.68
	TOTALS	13,703		200,513.47

CURLING WANDS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Clairol Crazy Brush	1,921	13.43	25,799.03
2	Gillette Body & Curl	959	14.76	14,001.40
3	Norelco Wave Maker	915	13.91	12,727.65
4	Norelco Curl Q	1,125	10.28	11,565.00
5	Northern Pro Styling Brush	1,534	6.88	10,553.92
6	Clairol Crazy Curl	763	12.09	9,224.67
7	Windmere Pretty Curl	1,447	5.58	8,074.26
8	Dazey Beauty Curl	2,721	2.88	7,836.48
9	Afro Hot Pick	588	11.43	6,720.84
10	Sunbeam Mist Stick, swivel cord	715	8.35	5,970.25
11	Gillette Super Curl compact	288	13.36	3,271.68
12	Windmere Dry Iron	828	4.29	3,552.12
13	Northern Pro Iron, chrome	534	4.79	2,557.86
14	Windmere Kwik Kurl	478	3.84	1,835.52
15	Windmere Curling Brush	164	8.71	1,428.44
	TOTALS	14,980		125,119.12

DRIP COFFEEMAKERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	North Amer Mr Cof 12-cp w/saver	5,740	39.54	226,959.60
2	Norelco 10-cp Dial-a-Brew	4,693	24.78	116,292.54
3	Proctor-Silex 10-cup	4,344	20.06	87,140.64
4	North Amer Mr Cof 10-cup	2,327	25.79	60,013.33
5	Norelco 12-cup Dial-a-Brew	938	34.85	32,689.30
6	North Amer Mr Cof 10-cp w/saver	468	37.66	17,624.88
7	Norelco 4-cup Express	828	20.74	17,172.72
8	Regal 4-cup mini-drip	433	15.81	6,845.73
9	Hamilton Beach mini-drip	89	16.11	1,433.79
	TOTALS	19,860		566,172.53

(Continued on page 54)

A day in the small world of Gerber begins with a call from your Gerber representative.

TUESDAY 10:15am

Your Gerber Representative is eager to tell you about the best quality child care products you can carry. Each one of the over 400 items is designed and manufactured with care, and backed by the name mothers have trusted for more than fifty years.

And your dollars are backed with a complete range of retail marketing programs, including advertising, merchandising, displays, special sales and promotional allowances.

Why not let your Gerber Representative help you plan a child care department that means extra profits for you and extra convenience for your customers? You can stock a large variety of items from a single invoice when the name on top is Gerber. And your customers will be glad you did.

Gerber Knitted Underwear.
We've woven 100% cotton into a full line of comfort-fitted underwear that's guaranteed not to shrink out of fit even when machine washed and dried. Be prepared to hear your customers praise our line. And in a $70 million retail market, praise means profit.

Gerber Sterilizers and Feeding Appliances.
Our full range of feeding dishes, sterilizers and bottle warmers represents high quality to your customers and high unit sales to you. The feeding appliance market is at $30 million retail and growing. And who knows more about feeding babies than Gerber?

Hankscraft Steam Vaporizers and Cool Vapor Humidifiers.
Hankscraft vaporizers and humidifiers have been long-time favorites with doctors and parents alike. Our rigid requirements for safety, convenience and durability have made Hankscraft by Gerber the number one selling line of portable vaporizers and humidifiers in a $60 million retail industry. And our generous allowances mean extra traffic-building promotional dollars for you.

Gerber Nursers and Nurser Accessories.
Gerber has this more than $100 million retail category covered with a full range of high quality nurser systems and related accessories. Mothers are particularly enthusiastic about our disposable nurser system, which features a snap-off hood, a stand-up nipple, and ounce markings printed right on the disposable bottles.

Gerber Diaper and Carry-All Bags.
Even the busiest mothers want to travel in style. That's why they'll be spending $15 million on diaper and carry-all bags this year. And Gerber's wide selection of styles and prices is designed to see that you get your share of the sales.

Gerber Vinyl Pants and Bibs.
Last year, over $45 million retail were spent on vinyl pants and bibs by customers like yours. Gerber accounted for 50% of the pant sales and 20% of the bib sales. In short, no one sells more vinyl babywear than Gerber. This year, the vinyl pant 3-pack will go a long way to increase unit sales even further. So make sure you get your share.

The small world of Gerber is more than baby food.

Gerber
Babies are our business... and have been for over 50 years.
Gerber Products Company, Fremont, MI 49412

HOUSEWARES SHOW SECTION

ELECTRIC HOUSEWARES

(Continued from page 53)

SPECIALTY ELECTRICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Wear-Ever Popcorn Pumper	2,417	28.75	69,488.75
2	Proctor-Silex 4-qt ice cream frzer	1,862	13.96	25,993.52
3	Presto Popcorn Now	472	31.59	14,910.48
4	Presto Fry Daddy	517	24.85	12,847.45
5	Hamilton Beach Butter Up popper	575	14.78	8,498.50
6	Hamilton Beach Fry All	461	17.94	8,270.34
7	Mirro Butter Rite corn popper	529	9.74	5,152.46
8	Hamilton Beach Air Popper	100	32.15	3,215.00
9	Waring Ice Cream Parlor	156	19.90	3,104.40
10	Presto Hot Dogger	411	7.24	2,975.64
11	Toastmaster Mini Griddle	119	22.64	2,694.16
12	Sunbeam Gt Amer Popcorn Machine	121	20.86	2,524.06
13	Presto Grand Pappy	86	28.90	2,485.40
	TOTALS	7,826		162,160.16

SLOW COOKERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Rival 3½-qt, almond	2,189	13.06	28,588.34
2	Rival 5-qt removable liner, bg	803	25.81	20,725.43
3	Rival 3½-qt removable liner	977	21.04	20,556.08
4	Van Wyck 6-qt removable	279	24.43	6,815.97
5	Rival 3½-qt, flame	359	12.34	4,430.06
6	Rival 1-qt Crock-ette	209	11.19	2,338.71
	TOTALS	4,816		83,454.59

FOOD PROCESSORS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Hamilton Beach Cuisine Machine	247	61.48	15,185.56
2	Sunbeam Le Chef	116	109.73	12,728.68
3	Hamilton Beach food processor	157	58.53	9,189.21
4	Moulinex LaGrande food processor	86	81.58	7,015.88
	TOTALS	606		44,119.33

TOASTERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Proctor-Silex 2-slice promo	2,561	12.23	31,321.03
2	Proctor-Silex 4-slice promo	737	18.26	13,457.62
3	Toastmaster 2-slice, almond	1,079	12.44	13,422.76
4	Proctor-Silex 2-slice, pastry	673	16.23	10,922.79
5	Toastmaster 4-sl, dual contrl, wood tone	345	28.34	9,777.30
6	Proctor-Silex 4 slice, pastry	291	24.04	6,995.64
	TOTALS	5,686		85,897.14

BLENDERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Hamilton Beach 7-speed, almond	1,420	19.09	27,107.80
2	Waring 14-speed, almond	579	22.68	13,131.72
3	Oster 10-speed	545	24.05	13,107.25
4	Hamilton Beach 14-sp Blender Pl, gd	256	29.38	7,520.00
5	Waring 15-button, white	267	26.08	6,963.36
6	Oster 10-speed, glass bowl	175	29.16	5,103.00
	TOTALS	3,242		72,933.13

(Continued on page 62)

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Value Is King

(Continued from page 53)

will be featured in ads breaking for back-to-school as natural items for students to take back to college.

Hair care appliances, together with drip coffeemakers, were the top electrics in unit movement on the PMA; the drips were No. 1, followed by curling wands and brushes and then by styler/dryers.

The drip coffeemaker action was due to a number of factors: (1) the replacement market, with consumers going for the traded-up models that feature controls for the amount of coffee used and for the strength of the brew; (2) the availability of name brand models in the $20-$25 range, and (3) the offering of rebates.

The last factor will become even more important next month as rebates and lower-priced name brand models are due from a number of producers, which could see drip coffeemakers going down to $13-$15, after rebates.

Drip coffeemakers clearly were the top traffic appliance during the first five months of the year, winding up as the No. 1 category in both unit and total dollar movement.

Favorite Gift Items

Personal care appliances continued to be the favorite gift items, with twice as many models showing up for the styler/dryers and for the curling wands and brushes than for any other electrics classification.

Styler/dryers were No. 2 in total dollar movement and No. 3 in total unit movement. Sales, of course, were helped by the fact that 14 of the 19 units that made the PMA were under $20, with 10 under $15. The magic $10 to $20 range is important for electrics such as styler/dryers that are often used as gifts.

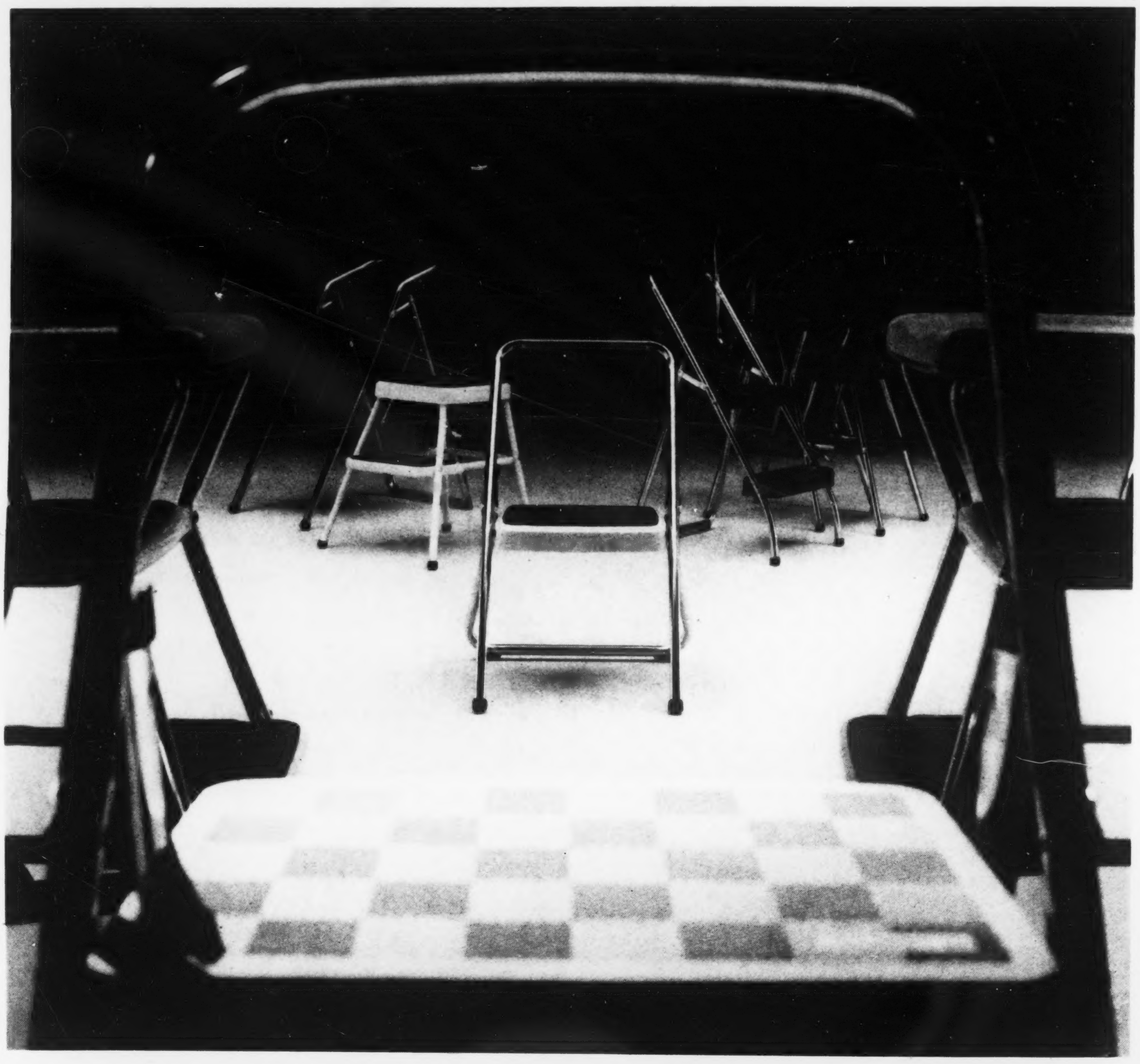
But, the value aspect is also evident from the report. The No. 1 model was a name brand Conair that fell within the magic price range while the No. 2 item was a step-up Gillette 1200 W Supermax unit that carried an average $22.80 retail. While it was above the magic price range, the name brand and higher wattage feature combined to make it a strong seller.

The curling wand story was a curling brush saga, with brushes accounting for four of the top five places on the PMA. Models from Clairol, Gillette and Norelco—name brand items—were Nos. 1, 2 and 3.

Brushes have helped the curling wand category to maintain its tonnage movement and have also resulted in the leading producers stepping up their line using the brush feature.

Curling wands were No. 2 in total unit movement, but the

(Continued on page 62)



COSCO
ONE STEP
FOLDING STOOL
COSCO

Cosco's gone One Step™ further.

With the folding One Step.™ It's the latest addition to our full line of step stools. So it gives you more to offer. And sell.

There's a Cosco step stool for every job. And every budget. With chrome or enameled steel frames. Upholstered seats. And molded steps or molded-on treads that are as tough as any job.

Our new One Step™ has a color package that sells all by itself.

We've been the leader in step stools for a long time. And we'll continue to maintain our strong reputation by offering "supply on demand" service. Merchandising help for your peak sales periods. And a product line that improves year after year. Because Cosco's willing to go one step further.

COSCO
Subsidiary of Walter Kidde & Company, Inc.
KIDDE
2525 State Street, Columbus, Indiana 47201

HOUSEWARES SHOW SECTION

ELECTRIC HOUSEWARES

(Continued from page 54)

IRONS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Proctor-Silex steam	2,060	12.51	25,770.60
2	Hamilton Beach Speed-O-Light II	568	16.44	9,337.92
3	Sunbeam self-clean	333	27.55	9,174.15
4	Proctor-Silex steam/spray, self-clean	460	19.58	9,006.80
5	Sunbeam steam iron, promo	735	12.09	8,886.15
6	Proctor-Silex steam/spray	521	15.20	7,919.20
7	Sunbeam self-clean, promo	364	21.48	7,818.72
8	Hamilton Beach Smart Iron	215	29.38	6,316.70
9	Struhl travel iron	661	5.94	3,926.34
10	Sunbeam Today iron	152	20.49	3,114.40
	TOTALS	6,069		91,270.98

STAND MIXERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Sunbeam w/dough hook, white	299	76.53	22,882.47
2	Waring 6-speed, 2-way, white	609	19.88	12,106.92
3	Hamilton Beach 12-sp, stainless bowl	116	33.38	3,872.08
	TOTALS	1,124		38,861.47

HAND MIXERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Hamilton Beach 3-sp, gold	2,349	10.59	24,875.91
2	Waring 6-speed, white	807	12.85	10,369.95
3	Hamilton Beach 5-sp w/case, almond	546	18.71	10,215.66
4	Sunbeam 3-speed, white	826	10.73	8,862.98
5	Sunbeam 5-spd, Burst of Power, white	376	21.31	8,012.56
6	Moulinex w/dough hooks	196	22.15	4,341.40
7	Betty-G 5-speed, white	180	9.99	1,798.20
	TOTALS	5,280		68,476.66

CAN OPENERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Rival, almond	2,319	10.28	23,839.32
2	Waring w/knife sharp, gold	902	13.39	12,077.78
3	Rival w/knife sharp, almond	854	11.94	10,196.76
4	Rival w/knife sharp, white	601	14.06	8,450.06
5	Rival, gold	439	10.19	4,473.41
6	Betty-G w/knife sharp, white	385	9.73	3,746.05
7	Rival w/knife sharp, gold	237	12.05	2,855.85
8	Oster, white	132	16.19	2,137.08
9	Waring, gold	78	8.31	648.18
	TOTALS	5,947		68,422.49

Source: Myron Nickman Distributors

MacDonald Biz Up; Operating Net Dips

DAYTON, Ohio—MacDonald catalog showrooms boosted sales 5.7% but experienced an 82.9% drop in operational income for the fiscal year ended Feb. 3.

Sales went to $25,461,697 from $24,089,273, but operational earnings dropped to $198,597 from $1,163,473.

The chain, a division of the E. F. MacDonald Co., has switched from the Jewelcor group to Merchandisers' Association Inc., in a move to increase showroom volume by using a catalog geared for $5 million-plus sales.

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Value Is King

(Continued from page 54)

low average price for most models—all 15 models were tagged under $15 and eight were under $10—resulted in the classification being No. 4 in total dollar movement, behind specialty electrics.

The weeding out of fringe traffic appliances was most evident in the specialty electrics report, with popcorn makers accounting for six of the 13 items, and ice cream makers—a strong seasonal seller—for two others.

The other specialty item to make any impact was the mini-deep fat fryer, with three models on the chart. This item has become a staple similar to electric knives, with only a few manufacturers offering models and most discounters carrying one or two sku's.

Of the six popcorn makers that made the report, three were hot-air models, including a Wear-Ever Popcorn Pumper, No. 1, and a Presto Popcorn Now, No. 3. But, the original oil-cooking type remains a strong seller, with a Hamilton Beach Butter Up popper No. 5 and a Mirro Butter Rite unit No. 7.

Rebates Planned

A number of producers plan to offer rebates for hot-air popcorn makers this fall that should make these units retail for around $20-$22 after rebates.

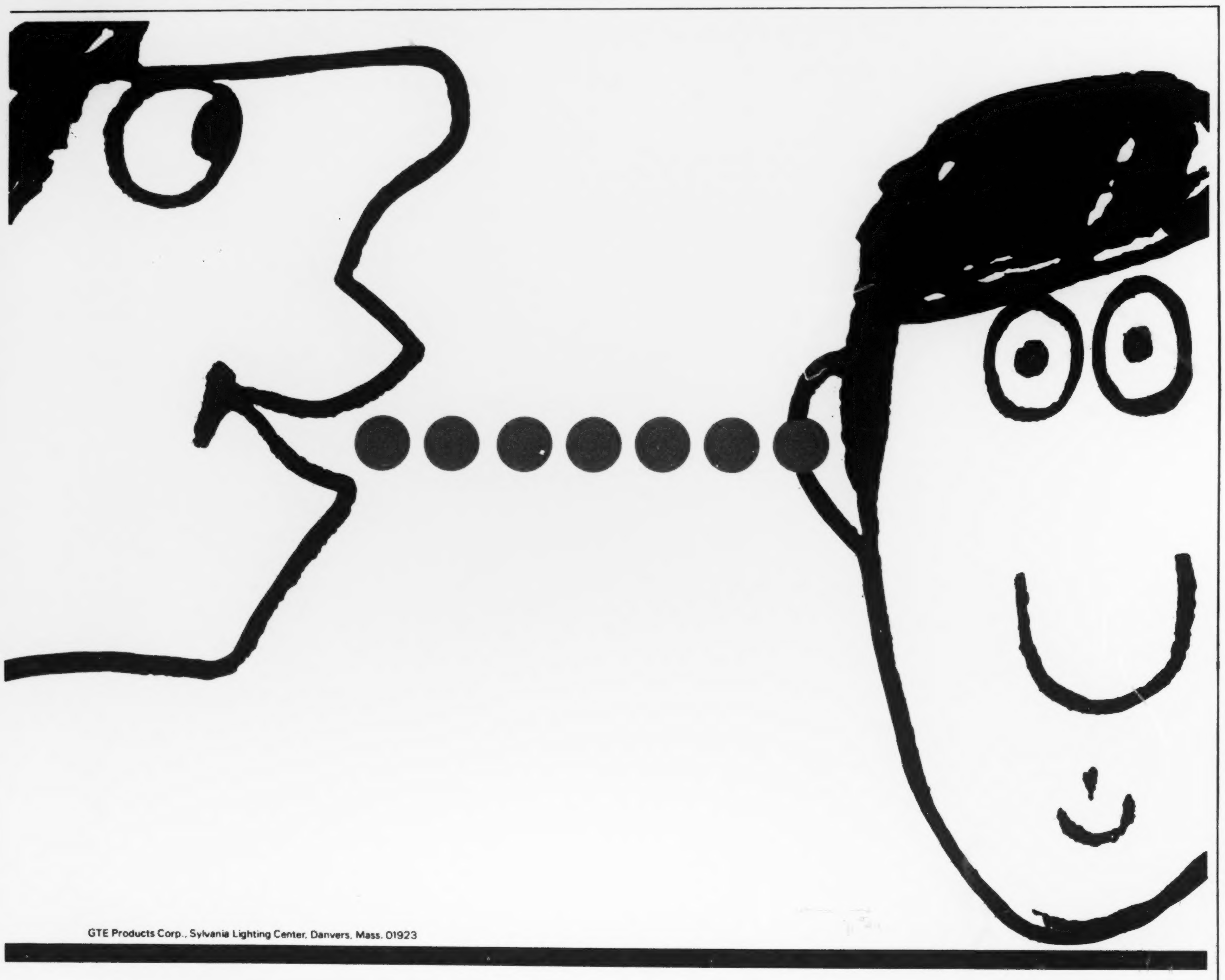
Irons, interestingly, were the No. 5 classification in both unit and total dollar sales. This showing denotes a strong rebound due to the greater use of cotton in clothing and the development of the lightweight iron.

Three lightweight irons were among the 10 that made the PMA (a travel iron also made the report), indicating the importance that this type has assumed. Proctor-Silex, which has a steam iron that was No. 1 on the report, is due to introduce a new line of lightweight irons; only Hamilton Beach and Sunbeam lightweight models made the report.

The other basic electrics—toasters, slow cookers, mixers and blenders, showed action on the report mainly within the magic $10-$20 range. Four of the six toasters, for example, were tagged under $20, with two under $15.

It's in these staples that the combination of feature and price to show a value is important for everyday sales, especially as discounters and other retailers tend to promote these items less often.

Food processors have slowed down—only four models made the PMA—and price has become the key to sales. Manufacturer awareness of this is behind the plan to offer models and rebates that will make food processors go out at under $40.



GTE Products Corp., Sylvania Lighting Center, Danvers, Mass. 01923

What lightbulb always says quality?

Sylvania Blue Dot® comes across loud and clear. We've built a reputation over the years based on performance. Because we pay attention to details every single day.

Just one example. Before any bulb reaches your shelf, we put it through 40 separate and unforgiving inspections. Since we've done all the checking, you can feel confident at your checkout.

And that's a good thing, too. Customers are very concerned about the quality of lightbulbs. With Sylvania, you've got a name consumers are willing to pay for. Because they know the quality is there.

For years, customers have also known that they can count on Sylvania flashbulbs. And that puts the most effective kind of advertising behind all your Blue Dot sales. Word of mouth.

SYLVANIA Blue Dot GTE

HOUSEWARES SHOW SECTION

Discount Store News

PMA®
PRODUCT MOVEMENT AUDIT

Rangetopper Biz Seen Fair In Coast Bow

By Jerry Falk
Executive Vice President, Bacar Inc. Distributors

Three Corning Rangetopper skillets made the Product Movement Audit for the Jan. 1 through May 30 period as this merchandise made its debut on the West Coast.

The rankings, No. 8 and 19 for 10-in. skillets in the Spice and Wildflower pattern and No. 17 for an 8½-in. fry pan in the Spice design, reflected initial shipments to discounters and other retailers.

It's still too early to make any final judgment on how well this line is going to sell, as unfortunately, it was introduced in California just about the time that the effects of the recession were beginning to be felt at the retail level.

However, those stores that have made a strong effort to display Rangetoppers and have some knowledgeable sales people who can do a certain amount of selling have done fairly well with this merchandise.

Rangetoppers are one of the few new items to make the PMA. In view of the generally soft economy, not too much in the way of new or innovative merchandise can be exepected and manufacturers will be making few changes in basic lines.

New Profit Areas

What seems to be happening—and what is evident from the PMA—is an upswing in lines and categories that were either downplayed or overlooked in the past, as discounters search out new profit areas.

A prime example of this is microwave accessories. They are continuing to grow stronger despite the economy as more and more families use microwave ovens for cooking. While the growth in both microwave oven sales and movement of microwave accessories has been greatest in the West, there are indications from retailers and manufacturers that similar trends are developing throughout the country.

Microwave accessories showed up in three different categories in the PMA: cookware, Corning Ware and Pyrex.

In the cookware area, six items made the chart, with Nordic's Micro-Go Round in No. 4 while bacon racks from Anchor Hocking and Nordic were Nos. 11 and 17. Even spe-

(Continued on page 73)

HOUSEWARES

These housewares PMA figures are for the period Jan. 1-May 30. They were supplied by Bacar Inc., Distributors, San Jose, Calif., and cover 1,300 stores, including 200 discount department stores. Average retail prices listed by the distributor reflect typical price points for discount clients.

TABLETOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Expressions 20-pc set, Wildflower	2,473	69.08	178,834.84
2	Expressions 20-pc set, Indian Summer	2,019	69.08	139,472.52
3	Corelle 20-pc set, gold	2,860	38.28	109,480.80
4	Corelle 20-pc set, green	2,469	38.28	94,513.32
5	Corelle 20-pc set, Woodland	2,351	38.28	89,996.28
6	Corelle 20-pc set, white	2,288	36.36	83,191.68
7	Expressions 20-pc set, Meadow	1,088	69.08	75,159.04
8	Corelle 20-pc set, blue	1,662	38.28	63,621.36
9	Royal China 20-pc set, Woodland Magic	1,589	36.00	57,204.00
10	Expressions 20-pc set, Batik	583	69.08	40,273.64
11	Royal China 20-pc set, Sussex	956	36.00	34,416.00
12	Royal China 20-pc set, Sante Fe	744	36.00	26,784.00
13	Royal China 20-pc set, Frolic	549	36.00	19,764.00
14	Expressions 20-pc set, Blue Heather	255	69.08	17,615.40
15	Royal China 20-pc set, Somerset	383	45.00	17,235.00
16	Royal China 20-pc set, Springfield	343	45.00	15,435.00
17	Royal China 20-pc set, Floribunda	323	45.00	14,535.00
18	Corelle large plate, white	1,754	8.23	14,435.42
19	Corelle large plate, gold	1,338	9.37	12,537.06
20	Corelle medium bowl, white	1,702	7.29	12,407.58

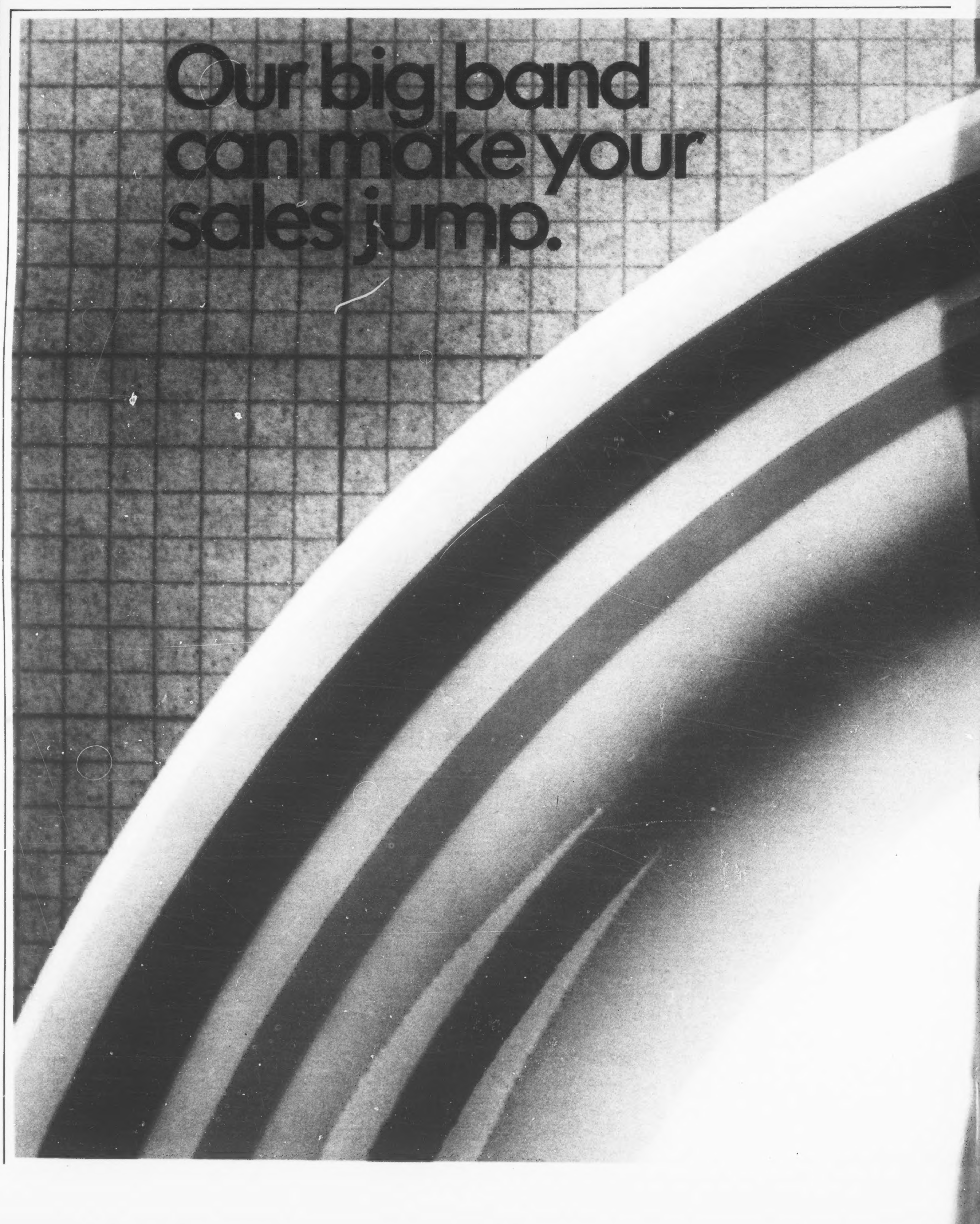
GLASSWARE

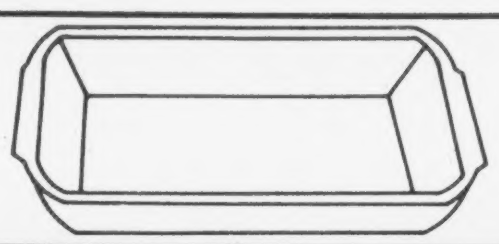
$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Libbey 6½-oz tall wine, Citation	4,838	5.58	26,996.04
2	Libbey 6½-oz red wine, Citation	3,108	5.58	17,342.64
3	Libbey 11-oz white wine, Citation	2,977	5.04	15,004.08
4	Wheaton 1-gal sun tea jar w/lid	3,566	3.78	13,479.48
5	Libbey 10-oz goblet, Citation	2,198	5.58	12,264.84
6	Libbey 12-oz red wine, Citation	2,272	5.04	11,450.88
7	Libbey 9" crystal egg jar	3,519	3.24	11,401.56
8	Libbey 10½" Korner Keeper	3,495	3.15	11,009.25
9	Libbey 8" Korner Keeper	3,921	2.79	10,939.59
10	Libbey 1-oz cordial, Citation	1,931	5.58	10,774.98
11	Libbey 7¾" crystal egg jar	3,957	2.61	10,327.77
12	Libbey 5-pc sun brew tea set	1,224	8.10	9,914.40
13	Libbey 6½-oz sherbet, Citation	1,772	5.58	9,887.76
14	Anchor Hocking, 4-lb candy jar w/lid	3,394	2.79	9,469.26
15	Libbey 24-pc chivalry	398	23.40	9,313.20
16	Libbey 6¼" crystlal egg jar	5,748	1.62	9,311.76
17	Libbey 13½" Korner Keeper	2,209	3.87	8,548.83
18	Anchor Hocking butter dish, Wexford	4,633	1.80	8,339.40
19	Anchor Hocking 2-lb candy jar w/lid	3,958	2.07	8,193.06
20	Libbey 24-pc set, Tawny Accent	388	19.80	7,682.40

COOKWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Regal, 10" skillet, SilverStone	10,016	9.89	99,058.24
2	Wear-Ever 10" fry pan, Preferred, SilverStone	9,874	9.88	97,555.12
3	Wear-Ever 8" fry pan, Preferred, SilverStone	9,458	7.64	72,259.12
4	Nordic Micro-Go-Round	1,603	43.19	69,233.57
5	Revere 2⅓-qt tea kttl, cop btm	4,150	16.65	69,097.50
6	Columbian, 7-qt canner jar, blue	4,146	16.15	66,957.90

(Continued on page 73)





HOUSEWARES SHOW SECTION

HOUSEWARES

(Continued from page 72)

COOKWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
7	T-Fal 7" skillet, caramel	9,150	7.18	65,697.00
8	Revere 1-qt saucepan, copper-clad	3,911	16.20	63,358.20
9	Melitta 10-cup drip coffeemaker	8,807	7.19	63,322.33
10	Revere 6-cup tea kettle, stainless steel	3,916	14.85	58,152.60
11	Anchor Hocking microwave bacon rack	8,646	6.02	52,048.92
12	T-Fal 10" skillet, rouge	3,593	13.48	48,433.64
13	Revere, 3¼-qt tea kettle, cop-btm	2,159	21.60	46,634.40
14	Micro-ette 5-qt corn popper	3,350	11.69	39,161.50
15	Litton large micro browner	1,266	29.65	37,536.90
16	T-Fal 10" skillet, hard base, rouge	2,400	13.48	32,352.00
17	Nordic micro bacon rack	4,353	6.74	29,339.22
18	Nordic 12-cup micro bundt pan	4,546	6.29	28,594.34
19	T-Fal 12" skillet, hard base, rouge	1,700	15.28	25,976.00
20	T-Fal 7" skillet, rouge	3,603	7.18	25,869.54

GADGETS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Lux timer, minute minder	5,034	6.28	31,613.52
2	E-Z Foil electric burner bib	13,031	1.88	24,498.28
3	Ekco 7-pc tool set, Country Cupboard	2,077	8.95	18,589.15
4	Range Kleen 8" GE range pan	9,432	1.80	16,977.60
5	Range Kleen 6" reflect pan, GE	11,065	1.35	14,937.75
6	Swing-A-Way, hand can opener, chocolate	3,936	3.58	14,090.88
7	E-Z Foil oven liner	7,044	1.88	13,242.72
8	OK 7" × 14" over-sink board	3,432	3.77	12,938.64
9	Range Kleen 6" reflector pan	9,042	1.35	12,206.70
10	Foley jar lifter	4,221	2.87	12,114.27
11	Bromwell large grater, stainless	3,820	3.15	12,033.00
12	Range Kleen 8" reflector pan	6,672	1.80	12,009.60
13	Ekco kitchen tong	7,775	1.43	11,118.25
14	Ekco Flint beater	1,374	7.91	10,868.34
15	Range Kleen 6" reflector pan, super element	4,272	2.47	10,551.84
16	Range Kleen 8" reflector pan, super element	3,564	2.92	10,406.88
17	Chaney candy/jelly thermometer	5,496	1.70	9,343.20
18	American Family diet scale	1,844	4.95	9,127.80
19	Swing-A-Way jr hand can opener	5,004	1.79	8,957.16
20	Taylor meat thermometer	1,482	6.02	8,921.64

PLASTICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Tucker 30-gal garbage can	6,957	11.68	81,257.76
2	Flambeau ice pop maker	8,112	1.78	14,439.36
3	Frigidaire ice cube tray	7,908	1.79	14,155.32
4	Arrow 16-oz Rainbow Tumbler	21,548	0.62	13,359.76
5	Republic 1-qt uprite Freezette set	4,848	2.69	13,041.12
6	Republic 1-pt uprite Freezette set	4,158	2.69	11,185.02
7	Tucker 30-oz tumbler	13,344	0.80	10,675.20
8	Republic 1½-pt uprite Freezette set	3,852	2.69	10,361.88
9	Republic 2½-ltr round jar, Freezette set	4,068	1.97	8,013.96
10	Republic 3-qt flat Freezette	3,516	2.06	7,242.96
11	Eagle 7½-qt SuperSeal bowl	1,548	4.67	7,229.16
12	Republic 1-gal Freezette refrigerator bottle	2,832	2.51	7,108.32
13	Republic uprite ½-gal Freezette	4,332	1.61	6,974.52
14	Republic small Freezette meat keeper	3.060	2.24	6,854.40
15	Sterilite 69-oz pitcher	6,384	1.07	6,830.88
16	Republic 12-oz uprite Freezette	2,496	2.69	6,714.24
17	Republic 2-qt Freezette refrigerator bottle	4,664	1.43	6,669.52
18	Lustro-Ware 4-pc bowl set, white	1,476	3.77	5,564.52
19	Dial migit ice cube tray	3,805	1.43	5,441.15
20	Republic 2½-pt Freezette container	3,566	1.52	5,420.32

(Continued on page 80)

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Rangetoppers

(Continued from page 72)

cialty items for microwave ovens scored high, with a Micro-ette 5-qt. corn popper No. 14, Litton's browner No. 15 and Nordic's 12-cup bundt pan No. 18.

Despite the strong showing of microwave items, metal cookware accounted for 12 of the listings, with nonstick finishes—either SilverStone or T-Fal—on eight pieces, including the top three items.

As always, tea kettles were high on the chart—Nos. 5, 10 and 13—and General Housewares' Columbian canner was No. 6, reflecting the advent of the canning season.

In the Corning Ware category, the top item was a microwave browning grill, while six other items geared for microwave oven use made the report, including a microwave cookware set, a browning skillet and a cooker with a built-in rack specifically labeled for such use.

Lower Ticket

One line of Corning Ware that didn't make the PMA, but which has received excellent initial sales and substantial reorders, is the French White offering. The key reason for the failure to score higher is that this merchandise carries a lower ticket than the sets, Rangetoppers and microwave cookware that dominated the chart.

The clear glass, white glass and Fireside amber-colored glass cookware can be used in microwave ovens, and this merchandise accounted for 11 of the Pyrex items. Clear glass dominated the list, however, primarily because Corning had so much trouble delivering in the latter part of last year and earlier this year that, when this merchandise finally came back into stock, there was a big vacuum to be filled.

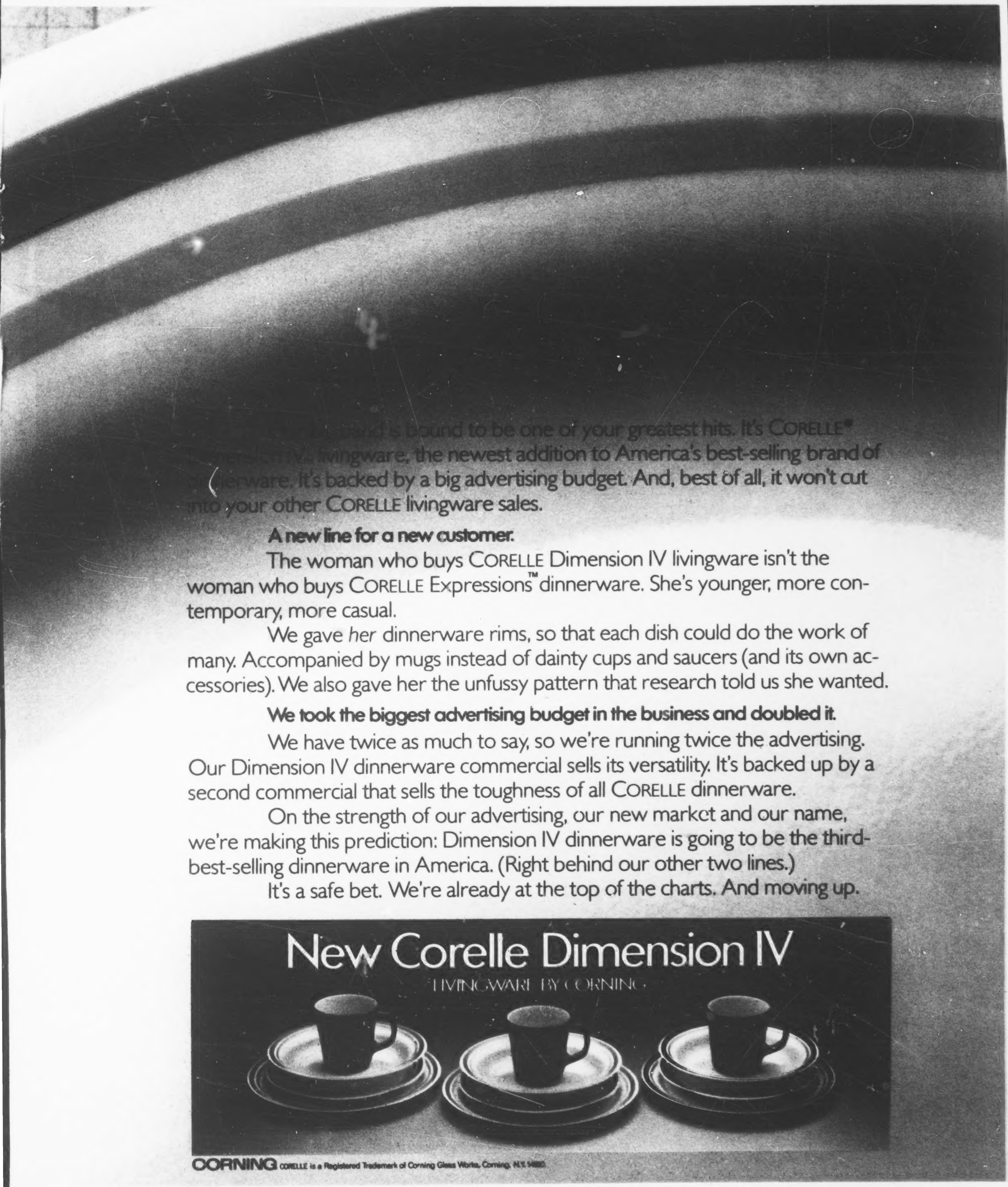
Extend Efforts

Corning's strong marketing efforts have also extended to Corelle and Expressions dinnerware which form the heart of the tabletop area. Despite some recent slowing down in sales of these two lines, they still head the list. This new situation is evident from the chart, which had seven different Royal China 20-pc. dinnerware sets among the top sellers, the first time so many such items have scored in the PMA.

One category that had new items was glassware; sun brewing of tea has become a big craze and two items geared for this made the report, a Wheaton jar as No. 4 and a 5-pc. Libbey tea set as No. 12.

Traditionally, the glass manufacturers make a midyear

(Continued on page 80)



[illegible] is bound to be one of your greatest hits. It's CORELLE® Dimension IV livingware, the newest addition to America's best-selling brand of dinnerware. It's backed by a big advertising budget. And, best of all, it won't cut into your other CORELLE livingware sales.

A new line for a new customer.

The woman who buys CORELLE Dimension IV livingware isn't the woman who buys CORELLE Expressions™ dinnerware. She's younger, more contemporary, more casual.

We gave *her* dinnerware rims, so that each dish could do the work of many. Accompanied by mugs instead of dainty cups and saucers (and its own accessories). We also gave her the unfussy pattern that research told us she wanted.

We took the biggest advertising budget in the business and doubled it.

We have twice as much to say, so we're running twice the advertising. Our Dimension IV dinnerware commercial sells its versatility. It's backed up by a second commercial that sells the toughness of all CORELLE dinnerware.

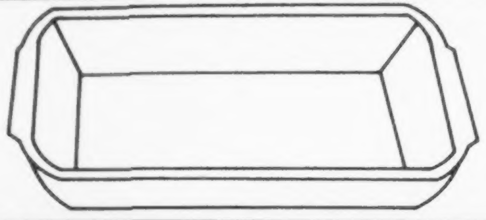
On the strength of our advertising, our new market and our name, we're making this prediction: Dimension IV dinnerware is going to be the third-best-selling dinnerware in America. (Right behind our other two lines.)

It's a safe bet. We're already at the top of the charts. And moving up.

New Corelle Dimension IV

LIVINGWARE BY CORNING

CORNING CORELLE is a Registered Trademark of Corning Glass Works, Corning, N.Y. 14830.



HOUSEWARES SHOW SECTION

HOUSEWARES

(Continued from page 73)

CLEANING & CHEMICALS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	National corn broom, economy	9,576	3.50	33,516.00
2	Mop-A-Matic sponge mop	2,821	10.26	28,943.46
3	O-Cedar power strip sponge mop	3,216	7.34	23,605.44
4	Roll-O-Matic sponge mop	2,364	9.45	22,339.80
5	O-Cedar angler broom	3,819	5.59	21,348.21
6	Magla latex gloves, medium	14,799	1.16	17,166.84
7	Ballanoff copper dustpan	9,986	1.52	15,178.72
8	Empire 18" push broom, Palmyra	2,082	7.19	14,969.58
9	Magla latex gloves, large	11,844	1.16	13,739.04
10	O-Cedar Light & Easy sponge mop	2,430	5.59	13,583.70
11	Quickie automatic sponge mop	2,094	6.29	13,171.26
12	Gem deluxe sponge mop w/scrub	1,998	6.11	12,207.78
13	McClung corn broom, sunflower	1,632	7.46	12,174.72
14	National corn broom	1,657	6.92	11,466.44
15	O-Cedar Light & Easy nylon dust mop	2,043	5.59	11,420.37
16	Magla latex gloves, small	9,397	1.16	10,900.52
17	National corn broom, brown	1,836	5.84	10,722.24
18	Hoover vacuum bags, upright	11,885	0.90	10,696.50
19	National corn broom, thrifty	2,208	4.76	10,510.08
20	3M kitchen scrub sponge	16,344	0.62	10,133.28

BATH SHOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Grayline large shower caddy	6,544	6.28	41,096.32
2	Borg scale, Futura, brown	1,171	12.59	14,742.89
3	Borg scale, Futura, gold	1,122	12.59	14,125.98
4	Borg scale, Futura, white	1,116	12.59	14,050.44
5	Grayline shower caddy	4,551	2.87	13,061.37
6	Kellogg bowl brush, plastic	9,792	0.89	8,714.88
7	Selfix shampoo spray	3,050	1.88	5,734.00
8	Empire bowl brush w/wood handle	5,577	0.88	4,907.76
9	Kellogg bath brush	2,700	1.34	3,618.00
10	Empire bath brush/sponge	1,516	2.15	3,259.40
11	Empire super bowl brush	2,484	1.25	3,105.00
12	Selfix port wall/hand shower	353	8.54	3,014.62
13	Borg scale, Williamsburg Gold	153	17.09	2,614.77
14	Ekco 18" towel bar, chrome	1,188	1.97	2,340.36
15	Arrow bath caddy, pearltone	1,668	1.34	2,235.12
16	Ekco 24" towel bar, chrome	954	2.33	2,222.82
17	Ekco 24" towel bar, die cast	492	4.40	2,164.80
18	Borg scale, Williamsburg Brown	125	17.09	2,136.25
19	Borg scale, Pig	113	18.89	2,134.57
20	Borg scale, Feminique, brown	103	20.69	2,131.07

RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Clean-up caddy, almond	6,799	4.48	30,459.52
2	32-gal Roughneck trash can, choco	1,252	21.55	26,980.60
3	12" Slide-out drawer, almond	3,299	8.05	26,556.95
4	Wrap and bag organizer, almond	5,596	4.48	25,070.08
5	16" Slide-out drawer, almond	2,751	8.95	24,621.45
6	32-gal Roughneck trash can, avocado	1,096	21.55	23,618.80
7	Broom and mop holder, almond	5,205	4.48	23,318.40
8	Ice cube tray	24,181	0.80	19,344.80
9	Ironing organizer, almond	4,045	4.48	18,121.60
10	Single turntable, almond	7,915	2.06	16,304.90
11	Cat litter tray	2,496	6.25	15,600.00
12	15¾" Turntable, almond	3,405	4.48	15,254.40
13	10¾"-hi Rectangle laundry basket, choc	3,402	4.48	15,240.96
14	19" × 21" Storage turntable, almond	2,395	6.25	14,968.75

(Continued on page 83)

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Rangetoppers

(Continued from page 73)

change with new patterns; as is customary, the changes apply to 8-pc. gift box sets, rather than bulk or 4-pack glassware.

Because of the high cost of packaging, gift box sets have, as a classification, suffered in sales in recent years. A number of manufacturers will try to counteract this situation at the housewares show by coming out with simpler, less-fancy packaging for the gift box sets.

The area to watch for increased sales is multiple sets, primarily 24-pc. offerings, because they represent a recognizable value to consumers. Retailers will be looking for more and more promotions to stimulate flagging sales and they will want to promote from within their basic assortment. Manufacturers of such basics as glassware can be expected to have special price promotions for the fall.

No 8-pc. beverage gift box set made the PMA, indicating the weak demand for such merchandise. Wineglasses and glass containers dominated the listing.

Canning Items

Canning-related items showed up strong in the gadgets area. The assortment ranged from a Lux timer, No. 1, to a Foley jar lifter, No. 10, an Ekco kitchen tong, No. 13 and a Chaney candy/jelly thermometer, No. 17.

One new item made the gadgets PMA, a 7-pc. Ekco tool set in the Country Cupboard pattern as No. 3.

Seasonal items were important in the plastics category, where a Flambeau ice pop maker was No. 2 and a Frigidaire ice cube tray was No. 3. Other strong selling plastics were Freezette containers from Republic, which captured 11 places.

A Tucker 30-gal. garbage can, with an average $11.68 price, was No. 1 in plastics, indicating the interest in a large-volume waste container at a sharp price.

But step-ups are still possible for waste containers. In the Rubbermaid listing, 32-gal. Roughneck trash cans in chocolate and avocado were Nos. 2 and 6, reflecting the strong

(Continued on page 83)

Hills Will Open 4th In Nashville Area

NASHVILLE—Hills will open its fourth store here in October.

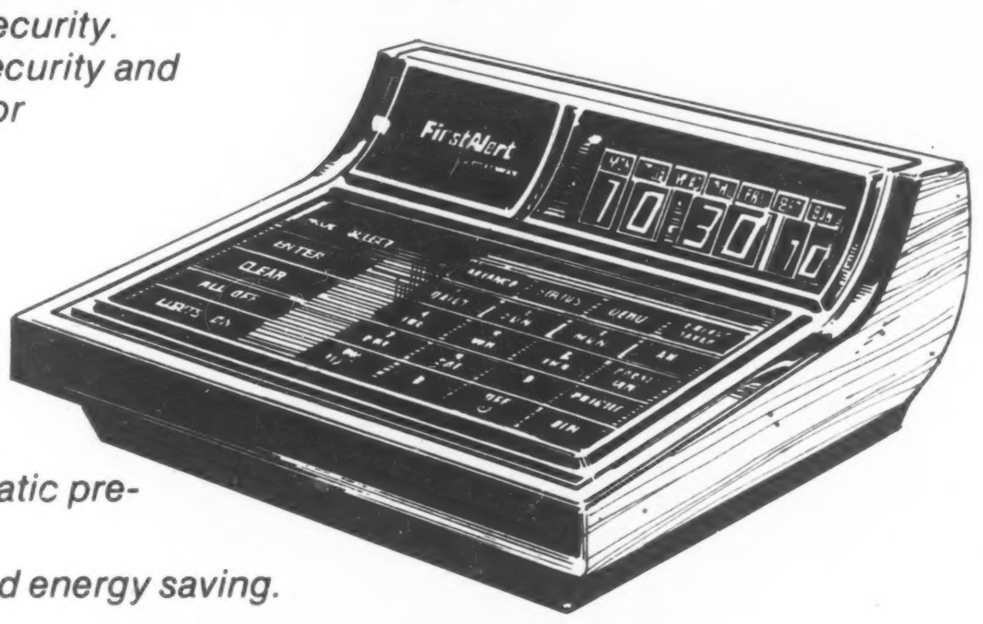
The 80,000-sq.-ft. unit will be located on Lebanon Pike in the northeast section of the city. Hills currently operates 81 discount department stores, and is a division of of SCOA Industries, Columbus, Ohio.

The *First* names in home security.

Today, more than ever, people are concerned with security. First Alert, with its expanding line-up of electronic security and related devices, is rapidly opening up new markets for the aggressive retailer.

New *First Alert*
Home Command Center™
This computerized electronic system is designed to give the consumer control over most electrically powered devices in the home. Instantaneous fingertip remote control with the manual model and automatic pre-timed control with the programmable model.

Consumer benefits include security, convenience and energy saving.

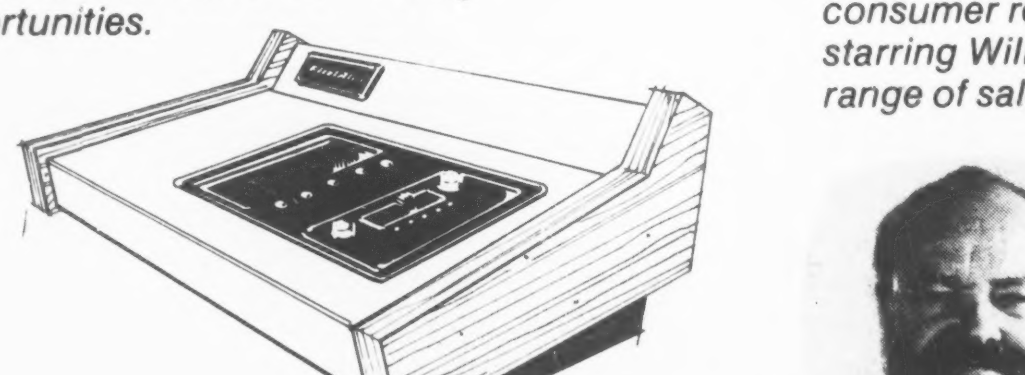


First Alert
Smoke Detectors
Only First Alert offers five different smoke detectors including the Escape Light and Double System step-up models and a gas detector, for more price points and greater profit margins.

First Alert
Ultrasonic Burglar Alarm
For the consumer who's interested in area protection, this alarm system offers plug-in simplicity coupled with a very reasonable price point.

First Alert
Vehicle Security System
To protect what for most people is their second most valuable possession, their car, van or R.V. This new automotive security system is designed for quick and easy installation and priced for big volume sales.

First Alert
Family Protection System™
This perimeter home burglar alarm uses wireless electronic technology for easy installation and an attractive price point. Its capability to be expanded for increased protection with accessories like additional transmitters, a remote smoke detector, siren, etc. offers the retailer continuing profit opportunities.



Finally, at First Alert we're committed to continuing new product development and to the most consistently aggressive advertising program in the entire category. A program that includes consumer rebates, broadcast and print advertising starring William Conrad and a comprehensive range of sales support aids.

First Alert
by PITTWAY

"The professionals in Home and Family Protection."

HOUSEWARES SHOW SECTION

Discount Store News

PMA

PRODUCT MOVEMENT AUDIT

Rangetoppers

(Continued from page 80)

growth of this line. The high standings denote the fact that consumers will pay a higher price for an item if the quality is obvious.

The Rubbermaid report contained one new item, a cat litter tray as No. 11. It's another example of the manufacturer's program of expanding into new products that can be fabricated out of its plastic material.

Scales scored high on the bath shop chart, capturing seven listings, including Nos. 2, 3 and 4 for the Borg Future design in three different colors, brown, gold and white.

Other Key Items

The other key items in this area included bath or bowl brushes from Kellogg (Nos. 6 and 9) and from Empire (Nos. 8, 10 and 11) and bath caddies from Grayline (Nos. 1 and 5) and Arrow (No. 15). These items tend to carry slightly higher prices than the towel bars and soap holders that traditionally are the key products in the bath shop; they denote the readiness of consumers to spend the additional dollars for bath shop items that set the fashion look for the bathroom.

Sponge mops have become a key cleaning and chemical item, accounting for six listings, including Nos. 2, 3 and 4. These items, especially the three top sellers, carry the highest prices of any merchandise in the cleaning-and-chemicals area and indicate consumer demand for special feature mops that make floor cleaning quicker and easier.

Jamesway Net Falls Despite Sales Rise

SECAUCUS, N.J.—Jamesway declared a regular quarterly cash dividend of 3¢ per share on outstanding common stock at its recent annual meeting here. The dividend is payable July 11 to stockholders of record as of June 26.

Herbert Fisher, chairman of the 62-store regional chain, said higher sales and earnings were projected, despite first-quarter results. While sales for the quarter showed a 24% increase, net earnings dropped to $192,000—a 61.5% decrease from the same period last year.

The Reason Why

Fisher said the main reason for the drop was that anticipated store-for-store income gains failed to materialize.

Total sales were $55,286,000, up from the $44,586,000 reported in the first quarter of 1979.

Net earnings per share dropped to 7¢ this quarter from the 18¢ reported last year.

HOUSEWARES

(Continued from page 80)

RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
15	Twin turntable, almond	4,063	3.58	14,545.54
16	10¾"-hi Rectangle laundry basket, gold	2,916	4.48	13,063.68
17	15"-hi Wastebasket, choc	3,582	3.58	12,823.56
18	12"-wide Shelf liner, cane, chocolate	9,320	1.34	12,488.80
19	Single turntable, gold	6,023	2.06	12,407.38
20	22"-wide Shelf liner, cane, choc	9,028	1.34	12,097.52

CORNINGWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Microwave browning grill	2,563	21.24	54,438.12
2	Kitchen Starter set, Spice	935	37.48	35,043.80
3	Microwave set	845	37.48	31,670.60
4	Grab-It set	3,220	9.01	29,012.20
5	Kitchen Starter set, Wildflower	773	37.48	28,972.04
6	Cook's Choice set, Wildflower	437	53.02	23,169.74
7	Cook's Choice set, Spice	428	53.02	22,692.56
8	10" Rangetop skillet, Spice	771	29.26	22,559.46
9	Sidekick	3,522	6.30	22,188.60
10	Grab-"4"-It set	1,282	17.13	21,960.66
11	Casser-ette	3,750	5.85	21,937.50
12	3-qt Saucepan, Spice	1,212	17.33	21,003.96
13	Menu-ette set, Spice	891	22.84	20,350.44
14	2½-qt Casserole, Spice	1,191	16.70	19,889.70
15	10" Microwave Browing skillet	1,209	16.02	19,368.18
16	Menu-ette set, Cornflower	1,085	17.37	18,846.45
17	8½" Rangetop skillet, Spice	693	26.51	18,371.43
18	Menu-ette set, Wildflower	797	22.84	18,203.48
19	10" Rangetop skillet, Wildflower	609	29.26	17,819.34
20	10" Microwave cooker w/built-in rack	1,118	15.49	17,317.82

PYREX

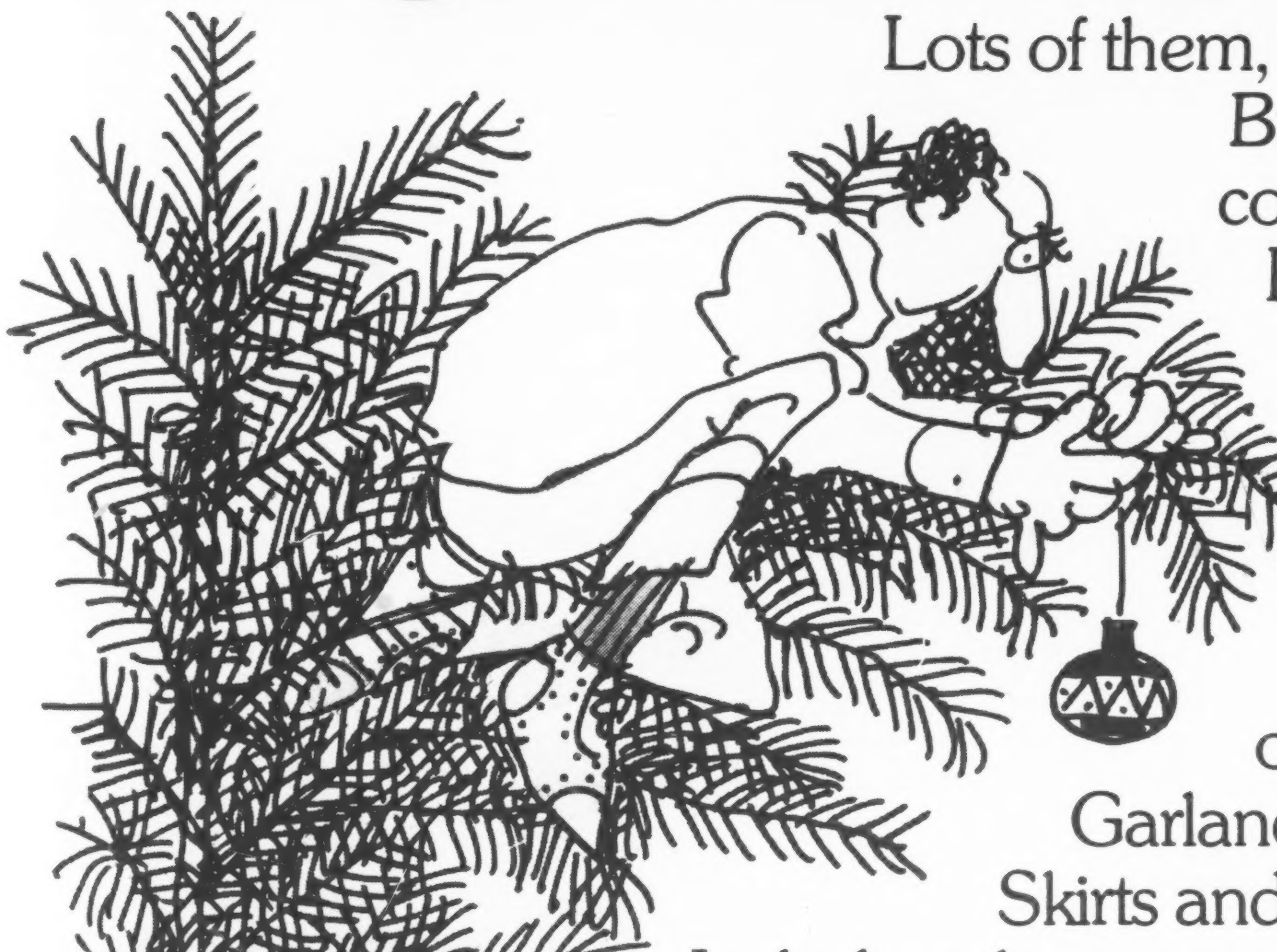
$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3-qt Oblong bake dish	14,002	4.55	63,709.10
2	2-qt Oblong bake dish	8,134	4.09	33,268.06
3	8-oz Liquid measure	17,087	1.80	30,756.60
4	8" Square cake dish	7,456	3.47	25,872.32
5	3-qt Utility dish w/basket	1,996	12.78	25,508.88
6	1-pt Liquid measure	11,052	2.28	25,198.56
7	2-liter Juice jar	8,317	2.35	19,544.95
8	6-oz Custard cup, 4-pack	6,546	2.73	17,870.58
9	10-oz Deep pie dish, 4-pk	4,358	3.65	15,906.70
10	3-pc Mixing bowl set	3,474	4.41	15,320.34
11	2-qt Serving Pitcher	2,094	6.85	14,343.90
12	3-pc Casserole set, Autumn Harvest	1,036	13.66	14,151.76
13	1-qt Casserole, white	7,503	1.65	12,379.95
14	9" Pie plate, white	7,412	1.65	12,229.80
15	3-pc Casserole set, Woodland	839	13.66	11,460.74
16	9" Pie plate	5,663	1.99	11,269.37
17	1-qt Liquid measure	3,319	3.20	10,620.80
18	9-pc Starter set	751	13.66	10,258.66
19	1½-qt Loaf dish, white	6,183	1.65	10,201.95
20	4-pc Bowl set, Autumn Harvest	950	10.49	9,965.50

Source: Bacar Inc.

Gemco/Memco Parent Declares Dividend

DUBLIN, Calif.—Lucky Stores, parent of the Gemco/Memco discount department store chain, has declared a cash dividend of 28 cents a share of common, payable July 3 to shareholders of record June 9, 1980.

Every Christmas we go out on a limb.



Lots of them, in fact. But that shouldn't come as any surprise. Especially when you consider how complete a line of Christmas decorations Union Wadding has to offer. We make Tinsel Garlands, Icicles, Tree Skirts and Tree Ornaments. Including the ever-popular, full set of Walt Disney character ornaments.

In addition to our wide assortment of trim-a-tree products, you get eye-catching, colorful packaging that's certain to attract a high volume of impulse buyers.

We go out on a limb every Christmas. So you don't have to.

For a free, color catalog and price list, write Union Wadding, Tree-Trim Department, Pawtucket, RI 02862.

UNION WADDING

© Walt Disney Productions Inc.

TREE DRAPE
TREE DRAPE
ICICLES
ICICLES
ICICLES
Holly-Tex
ANGEL HAIR

HOUSEWARES SHOW SECTION

Discount Store News

PMA

PRODUCT MOVEMENT AUDIT

Bakeware Hot; 4 Toilet Seats In Strong Bow

By Harold Rubin
President,
HalMar Distributors

The economic downturn, so far, hasn't caused any major disruptions in traditional sales patterns for basic housewares. Such items as open-stock bakeware, plastic storage containers and Corning Ware geared for small-portion cooking were among the top sellers in the Product Movement Audit for Jan. 1 through May 29.

A handful of items debuted on the audit as shoppers continued to seek out new products to liven up their home environment, especially since they expect to spend more time at home during the recession.

Among these new products were four Magnolia toilet seats in the bath-shop category. A molded toilet seat in white was No. 2, while padded toilet seats in white, brown and blue showed up as Nos. 9, 14 and 17.

These four toilet seats denote continued consumer interest in fashion for the bathroom. Other items that reflected this trend included a Donner 18-in. towel rack in brass, No. 18, and a Donner paper holder in brass, No. 20.

A Major Factor

Fashion is vital in another category—Rubbermaid—and here the story was chocolate and gold—the dominant colors—which showed up on six items each. They far outdistanced the next hue, almond, which was on three products.

The impact that the two shades have made can be seen by the variety of items which carried these colors. Homemakers, it seems are phasing in chocolate and gold Rubbermaid items in the kitchen and laundry room, both as new housewares accessories and as replacement goods for the avocado and flame that were the key colors a few years ago.

Corning has traditionally used fashion as a marketing tool, introducing new patterns and designs to liven up sales of its cookware and dinnerware.

In the latter area, the success of Batik and the viability of Blue Heather as Expressions designs are key interests of discounters and other retailers. During the second half of 1980, the manufacturer is set to introduce another Expressions pattern—Strawberry Sunday—to

(Continued on page 88)

HOUSEWARES

Figures for Jan. 1-May 30 supplied by HalMar Distributors, Holyoke, Mass., cover 500 stores, including 400 full-line discount department stores from New England to the Carolinas. Average retail prices listed by the distributor reflect typical price points for discount clients.

TABLETOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Corelle 20-pc set, gold	9,372	38.69	362,602.68
2	Corelle 20-pc set, green	8,612	38.69	333,198.28
3	Corelle 20-pc set, Woodland	7,903	38.69	305,767.07
4	Expressions 20-pc set, Indian Summer	3,247	70.19	227,906.93
5	Expressions 20-pc set, Meadow	3,126	70.19	219,413.94
6	Corelle 20-pc set, blue	4,125	38.69	159,596.25
7	Expressions 20-pc set, Wildflower	1,953	70.19	137,081.07
8	Expressions 20-pc set, Batik	1,334	70.19	93,633.46
9	Corelle 20-pc set, white	2,535	36.89	93,516.15
10	Expressions 20-pc set, Blue Heather	1,108	70.19	77,705.20
11	Corelle 5-pc completer set, gold	1,367	21.05	28,775.35
12	Corelle 5-pc completer set, green	1,131	21.05	23,807.55
13	Corelle small platter, green	2,886	7.82	22,568.52
14	Corelle 5-pc complete set, blue	1,039	21.05	21,870.95
15	Corelle 5-pc complete set, Woodland	1,004	21.05	21,134.20
16	Corelle small platter, gold	2,619	7.82	20,480.58
17	Corelle small bowl, gold	2,028	7.82	15,858.96
18	Corelle small bowl, green	1,994	7.82	15,593.08
19	Expressions small platter, Indian Summer	825	17.00	14,025.00
20	Corelle 1-qt bowl, green	1,695	6.92	11,729.40

GLASSWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Anchor Hocking 24-pc set, Newport Gold	1,746	12.15	21,213.90
2	Libbey 12½-oz bev Wheat Spray 8-pc	1,956	8.99	17,611.41
3	Anchor Hocking 7-pc table service set, prescut	1,839	8.45	15,539.55
4	Libbey 12-oz bev Oriental, 8-pc	2,166	7.10	15,378.60
5	Anchor Hocking 11-pc table service set, prescut	1,316	10.61	13,962.76
6	Libbey 12-oz bev, Gold Savoy, 8-pk	2,062	6.74	13,897.88
7	Libbey 8½-oz wine, Mr Pro	2,592	4.76	12,337.92
8	Libbey 6½-oz round wine, Mr Pro	2,531	4.76	12,047.56
9	Anchor Hocking 24-pc set, Newport Crystal	991	12.15	12,040.65
10	Libbey 12-oz bev, Blue Bolero	23,402	0.49	11,466.98
11	Libbey 16-oz cooler, Tawney Accent, 4-pk	3,462	3.31	11,459.22
12	Anchor Hocking 4" ashtray, gold	15,172	0.71	10,772.12
13	Libbey 8-oz wine, Citation, 4-pc	8,460	1.25	10,575.00
14	Libbey 12-pz bev, Gold Country Garden	15,781	0.67	10,573.27
15	Libbey 16-oz ice tea glass	19,944	0.53	10,570.32
16	Libbey 12-oz bev, Gold Bolero	20,478	0.49	10,034.22
17	Libbey 12-oz bev, Blue Bounty, 4-pk	3,084	3.23	9,961.32
18	Libbey 12-oz bev, Wheat	16,640	0.58	9,651.28
19	Libbey 12-oz bev, Tawny Accent, 4-pc	3,208	2.96	9,495.68
20	Libbey 10-oz goblet, Citation, 4-pc	7,535	1.25	9,418.75

COOKWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Ekco 17¼" Baker's Secret cookie sheet	6,954	3.05	21,209.70
2	Ekco 13" Baker's Secret oblong cake pan	6,217	2.78	17,283.26
3	Ekco 15¼" Baker's Secret cookie sheet	5,947	2.78	16,532.66
4	Ekco 14½" Baker's Secret roast pan	4,148	3.59	14,891.32
5	Ekco 12-cup Baker's Secret muffin pan	4,190	3.32	13,910.80
6	Ekco 9¼" Baker's Secret loaf pan	4,956	2.42	11,993.52

(Continued on page 88)

ANYONE CAN SOLDER WITH
KESTER SOLDER

KESTER SOLDER
ACID CORE SOLDER
HOUSEHOLD AND AUTOMOTIVE
GENERAL PURPOSE NON-ELECTRICAL REPAIR
ALLOY: 40% TIN, 60% LEAD
NET WT. 4 OZ. (¼ LB.)
KESTER SOLDER
SOLDER OFF
DE-SOLDERING AID
CONTENTS: 5' COPPER BRAID
KESTER SOLDER
FLO-RITE PASTE SOLDER
ALLOY: 50% TIN, 50% LEAD
Complete Solder and Flux Mixture. Just Apply Heat.
WARNING: Contains Lead
NET WT. 2 OZ.

(NEW)

Mr. Dealer... The most complete line of soldering materials for the consumer market. Plus, these *dealer aids* to help you sell more Kester Solder:

- SELF/SELL PACKAGING
- FULL LINE OF PRODUCTS
- FREE IN-STORE DISPLAY
- FREE CONSUMER "APPLICATION GUIDE"—SHOWS APPLICATION AND PROPER SOLDER TO USE (ON REQUEST)
- EXTENSIVE CONSUMER ADVERTISING
- NATIONALLY KNOWN PRE-SOLD NAME
- COOPERATIVE ADVERTISING PLAN (ON REQUEST)
- NATIONWIDE PLANTS TO ASSURE MAXIMUM SERVICE
- FREE CONSUMER LITERATURE—16-PAGE "SOLDERING SIMPLIFIED" BOOKLET (ON REQUEST)

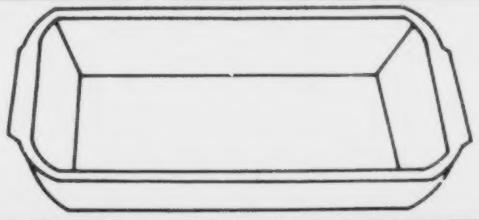
This is easy anyone can solder
KESTER
SOLDERING SIMPLIFIED

WRITE MACK HARABURD, V. P. MARKETING OR TOM CONROY, NATIONAL SALES MANAGER, FOR FULL DETAILS.

MANUFACTURING QUALITY SOLDERS SINCE 1899

Litton
KESTER SOLDER
4201 Wrightwood Avenue/Chicago, Illinois 60639 (312) 235-1600

© LITTON SYSTEMS, INC. 1979



HOUSEWARES SHOW SECTION

HOUSEWARES

(Continued from page 87)

COOKWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
7	Ekco 17¼" cookie sheet	5,510	2.06	11,968.60
8	Ekco 13¼" Baker's Secret cookie sheet	5,103	2.15	10,971.45
9	Wear-Ever 10" fry pan, Premium, SilverStone	898	11.24	10,093.52
10	Mirro 7-cup percolator	1,268	6.65	8,432.20
11	Ekco 13" roasting pan	4,609	1.79	8,250.11
12	Ekco 15¼" cookie sheet	4,380	1.88	8,234.40
13	Wear-Ever 12" fry pan, Premium, SilverStone	551	14.39	7,928.89
14	T-Fal 8" fry pan	477	16.19	7,722.63
15	Mirro 2½-qt tea kettle	1,244	6.20	7,712.80
16	Ekco 8½" Baker's Secret loaf pan	3,912	1.97	7,706.64
17	Ekco Baker's Secret pizza pan	2,753	2.78	7,653.34
18	T-Fal 10" fry pan	530	14.39	7,626.70
19	Wear-Ever 9-pc set, Premium, SilverStone	99	71.99	7,127.01
20	Ekco 10¾" Baker's Secret biscuit pan	3,251	2.15	6,989.65

GADGETS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Swing-a-Way portable hand can opener	5,517	3.59	19,806.03
2	Rhodes timer, white	2,425	6.29	15,253.25
3	Ekco can opener w/bottle opener	16,152	0.82	13,244.64
4	Ekco 2⅛" barrel rolling pin	3,248	3.32	10,783.36
5	Ekco 3-way can opener	8,360	1.25	10,450.00
6	Rhodes timer, gold	1,610	6.29	10,126.90
7	Ekco can opener, plastic handle	4,859	1.88	9,134.92
8	Ekco peeler	14,174	0.62	8,787.88
9	Taylor hang/stand oven thermometer	3,489	2.51	8,757.39
10	Helmac lint brush	3,530	2.42	8,542.60
11	Range Kleen 8" reflector pan	2,644	2.92	7,720.48
12	Swing-A-Way budget can opener	2,139	3.59	7,679.01
13	Gemco food chopper	3,380	2.24	7,571.20
14	Range Kleen 6" reflector pan	5,580	1.35	7,533.00
15	Range Kleen 6" reflector pan	3,041	2.47	7,511.27
16	Chaney meat themometer	3,774	1.97	7,434.78
17	Range Kleen 6" reflector pan	5,250	1.35	7,087.50
18	Ekco stainless steel peeler	6,054	1.16	7,022.64
19	Bonny pizza cutter	3.139	2.15	6,748.85
20	Range Kleen 8" reflector pan	3,574	1.80	6,433.20

PLASTICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Demand Mkt Sesame Street tumbler	9,645	0.98	9,452.10
2	Republic colander	3,672	2.15	7,894.80
3	Lustro-Ware 11-qt heavy duty pail, aluminum	3,024	2.42	7,318.08
4	Sterlite 4-pc tablemate set, almond	2,378	2.96	7,038.88
5	Republic 1-qt uprite Freezette	2,308	2.69	6,208.52
6	Republic 1-pt uprite Freezette	2,245	2.69	6,039.05
7	Castel Sporkit spoon/fork server	5,466	1.07	5,848.62
8	Eagle 44-oz SuperSeal	3,646	1.52	5,541.92
9	Alabaster 16-oz flute tumbler	8,144	0.62	5,049.28
10	Moule nylon spoon & turner set	3,291	1.52	5,002.32
11	Lustro-Ware dust pan	4,120	1.16	4,779.20
12	Fesco 28-qt rectangle basket, almond	1,302	3.59	4,674.18
13	Eagle 80-oz SuperSeal	2,303	1.97	4,536.91
14	Lustro-Ware 70-oz round decanter	2,270	1.97	4,471.90
15	Sterlite 2-qt refrigerator bottle	2,779	1.52	4,224.08
16	Wall nylon baskter	3,302	1.25	4,127.50
17	Deka dust pan	4,574	0.89	4,070.86
18	Lustro-Ware 1-qt square decanter	1,454	2.69	3,911.26
19	Loma 32-gal lock-lid refuse container	336	11.15	3,867.36
20	Eagle Mickey Mouse bowl/tumbler set	3,311	1.16	3,840.76

(Continued on page 93)

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Bakeware Hot

(Continued from page 87)

try and broaden the market for the stepped-up dinnerware line.

Batik and Blue Heather were the lowest-ranked Expressions sets in the tabletop listings, capturing the Nos. 8 and 10 places; Indian Summer was still the top Expressions design and No. 4 on the chart, followed by Meadow, No. 5, and Wildflower, No. 8.

However, the higher retail for Expressions resulted in this merchandise being outsold by Corelle, with gold No. 1, green No. 2 and the Woodland design No. 3. Blue was No. 6 and white No. 9, and each of these had a higher unit movement than Expressions in Wildflower, Batik or Blue Heather.

Further Attempt

Corning, besides adding Strawberry to the Expressions line, was set at presstime to show Dimension IV as a brand new line at the housewares show. The line is another example of the company's merchandising plan of going after consumer groups that haven't been attracted by its current offerings.

Dimension IV is positioned to attract singles, couples and young homemakers who want a more modern design. Its 4-pc. place setting features a mug, rather than the cup and saucer of Expressions and Corelle. Its design of a broad and a narrow stripe on rim-shaped plates and bowls will be offered in three colors, Cinnamon, Citrus and Almond, and its set of 16 pieces, rather than 20, puts its price under Corelle's.

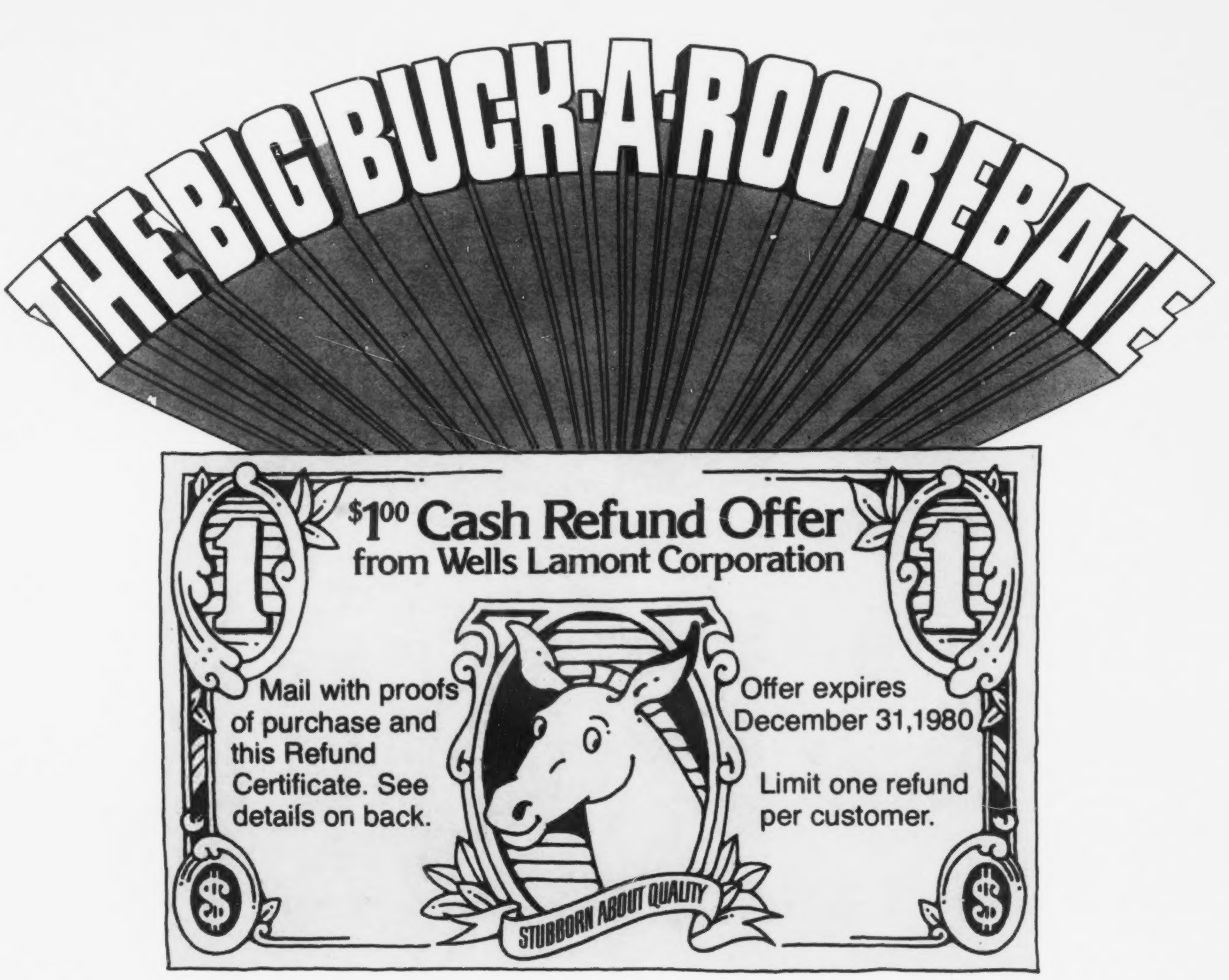
The manufacturer's concern with pricing the line as low as possible fits in with consumers' attempts to hold down their expenses by purchasing lower-cost and value-oriented housewares.

Strength Examined

Low cost was a factor in the cookware area, where Ekco's broad assortment of Baker's Secret bakeware captured nine of the 20 listings, including the top six places.

The cookware that made the report either had a SilverStone or T-Fal nonstick finish, denoting the all-inclusive impact that these coatings have made on cookware. But even in cookware price was important. Bulk cookware in the Nos. 9, 13, 14 and 18 places had greater unit and total dollar movement than the one set to make the listing, a Wear-Ever 9-pc. Premium with SilverStone offering. The latter was tagged at a $71.99 average dollar retail, which is a top dollar price in a down economy even though it's a good value compared to open-stock purchases of the same nine pieces.

(Continued on page 93)



THE BIG BUCK-A-ROO REBATE
1
$1⁰⁰ Cash Refund Offer
from Wells Lamont Corporation
1
Mail with proofs of purchase and this Refund Certificate. See details on back.
Offer expires December 31,1980
Limit one refund per customer.
STUBBORN ABOUT QUALITY
$
$

Round up profits with Wells Lamont.

Wells Lamont has something up its glove. Profits for you! The world's largest manufacturer of quality gloves is offering your customers a big deal: The Big Buck-A-Roo Rebate. When they buy a pair of Wells Lamont lined or unlined leather gloves from your store, they'll get a buck back.

The big deal for you includes: special prices, a complete co-op program, and the selling power of our national radio and print advertising.

Let us help you round up big profits with our brand new rebate offer. Contact your Wells Lamont representative today. You can bank on big buckeroos with Wells Lamont.

STUBBORN ABOUT QUALITY
WELLS LAMONT®

HOUSEWARES SHOW SECTION

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Bakeware Hot

(Continued from page 88)

Sets, to be a clear value to consumers, also have to carry prices that are attractive in the current economy. For example, in the glassware area, an Anchor Hocking 24-pc. set in Newport Gold was No. 1, while the set in Newport Crystal was No. 9. Both had an average retail of $12.15, a highly competitive tag when compared with 8-pc. beverageware sets on the audit that were priced from $6.74 to $8.99 and bulk glassware that was tagged at 49¢ to 67¢ for a single glass.

The value aspect of sets was also evident in the Corning Ware area, where 10 sets showed up, including a Menuette in Cornflower as No. 1 and a Grab-It as No. 3.

Sets have always been perceived as a good value in the Corning Ware line, and all the sets that made the report were tagged under $39, a price that couldn't be matched if a consumer wanted to buy the set pieces on an open-stock basis.

One new item made the listing, a 2½-qt. casserole in French White as No. 17. This line has turned out to be a good seller, but the lower price for each of the six items as compared with similar casseroles and pie plates in the regular Corning Ware line resulted in only one French White item making the top 20 listing.

Keeping Pace

The Spice design continued to be the dominant pattern in Corning Ware, capturing seven listings, compared to four each for Cornflower and Wildflower.

Sets were less important in Pyrex as there are fewer set offerings in the basic glass cookware. The big trend was the demand for both clear glass and Fireside amber-colored glass with basket holders. Five items with basket holders made the listing, including a 3-qt. bake dish in clear glass as No. 1.

Low price was particularly evident in the gadget and plastic classifications.

In the former, 16 of the 20 items had tags under $3.50, with two Rhodes timers in white and gold, Nos. 2 and 6, as the highest priced at average retails of $6.29. Step-up Swing-A-Way hand can openers,

(Continued on page 96)

Correction

In the June 2 *Discount Store News* we incorrectly stated that Don Israel of Gray Drug/Rink's was the first retailer to cross the finish line in the 10,000 meter run held during the NMRI convention in New Orleans. Credit should have been given to Lewis Kennedy, general merchandise manager of Walker Stores, Jackson, Miss.

HOUSEWARES

(Continued from page 88)

CLEANING & CHEMICALS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	White Labs 16-oz X-14 mildew remover	4,657	3.14	14,622.98
2	3M 16-oz Scotch Guard	2,498	4.94	12,340.12
3	Drackett 26-oz Draino	3,074	3.14	9,652.36
4	Johnson 14-oz Lemon Pledge	3,372	2.60	8,767.20
5	Carbona 24-oz vacuum rug cleaner	2,835	2.96	8,391.60
6	Glamorene 24-oz Spray 'n Vac	2,316	3.41	7,897.56
7	Texize 64-oz Fantastic refill	2,179	3.50	7,626.50
8	Scotts 14-oz Liquid Gold aerosol	2,292	3.23	7,403.16
9	Magic 13-oz Panel Magic	3,037	2.42	7,349.54
10	Johnson 27-oz Future	2,148	3.41	7,324.68
11	Drackett 10-oz Endust	2,366	2.87	6,790.42
12	Carbona 16-oz VPH Shampoozer	2,687	2.51	6,744.37
13	Hagerty 8-oz copper polish	3,540	1.80	6,372.00
14	Drackett 48-oz Vanish	2,928	2.15	6,295.20
15	Texize 32-oz Fantastic	2,699	2.33	6,288.67
16	Guardsman 14-oz aerosol polish	2,484	2.51	6,234.84
17	Johnson 14-oz Wood Pledge	2,363	2.60	6,143.80
18	Armour 27-oz One-Step	1,980	2.87	5,682.60
19	Scotts 16-oz Liquid Gold	1,848	2.96	5,470.08
20	American Cyanamid 28-oz Pine-Sol liquid	1,701	3.05	5,188.05

BATH SHOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Selfix portable shower spray	2,015	8.55	17,228.25
2	Magnolia molded toilet seat, white	1,009	9.44	9,524.96
3	Ekco 18" towel bar, chrome	4,094	1.97	8,065.18
4	Ekco toilet tissue holder, chrome	3,597	1.97	7,086.09
5	Selfix shampoo spray	3,527	1.88	6,630.76
6	Selfix twin hooks	6,095	1.07	6,521.65
7	Selfix toilet tissue holder	4,564	1.34	6,115.76
8	Ekco 12" towel bar, chrome	3,373	1.79	6,037.67
9	Magnolia padded toilet seat, white	330	16.64	5,941.20
10	Ekco 24" towel bar, chrome	2,336	2.33	5,442.88
11	Selfix hooks, 4-pk	4,173	1.25	5,216.25
12	Selfix two hooks	6,361	0.80	5,088.80
13	Ekco toilet tissue holder, chrome	2,961	1.70	5,033.70
14	Magnolia padded toilet seat, brown	301	16.64	5,008.64
15	Ekco 24" twin towel bar, chrome	1,580	3.14	4,961.20
16	Selfix 24" towel bar	2,516	1.97	4,956.52
17	Magnolia padded toilet seat, blue	287	16.64	4,775.68
18	Donner 18" towel bar, brass	512	8.72	4,464.64
19	Selfix 12" towel bar	2,685	1.61	4,322.85
20	Donner paper holder, brass	701	6.11	4,283.11

RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	20-gal Refuse container	3,317	11.65	38,643.05
2	Self-closing wastebasket, chocolate	2,764	6.74	18,629.36
3	10¾"-high Rectangle laundry basket, choc	3,896	4.49	17,493.04
4	10¾"-high Rectangle laundry basket, gold	3,456	4.49	15,517.44
5	Self-closing wastebasket, gold	1,998	6.74	13,466.52
6	10¾"-high Rectangle laundry basket, almond	2,931	4.49	13,160.19
7	15¾" Drainer tray, gold	3,452	3.59	12,392.68
8	Deluxe dish drainer, chocolate	2,391	4.94	11,811.54
9	Covered wastebasket, chocolate	1,748	6.74	11,781.52
10	Deluxe dish drainer, gold	2,316	4.94	11,441.04
11	10¾"-high Rectangle laundry basket, orange	2,528	4.49	11,350.72
12	Self-closing wastebasket, almond	1,681	6.74	11,329.94
13	Twin sink dish drainer, chocolate	2,781	4.04	11,235.24
14	Twin sink dish drainer, gold	2,618	4.04	10,576.72
15	Wrap and bag organizer	2,318	4.49	10,407.82

(Continued on page 96)

Hooray for Hollywood!

Fireplace Tools
Glasscreen
Crystals
Crystals
Fyreframe
Bellows
Matches
Matches
Log Cradle

Our packaging is the most exciting thing to come out of Hollywood since the Academy Awards. It's a key merchandising tool to sell Fyreline products. From strong graphics, including large full color "lifestyle" labels, easily readable size and code information, to our all new custom tool set and fire screen styrofoam packing, we offer you one of the most sophisticated, yet practical packaging programs in the industry today.

All Fyreline fireplace screens and tool sets have been packaged with a similar graphic and color look. They have been designed and photographed to display the products to their fullest advantage and to sell themselves with a minimum of help from store personnel. In addition, Fyreline packaging is specially engineered to minimize product damage of any sort. So call your Fyreline Representative and tell him you've "Gone Hollywood."

Made in Hollywood to be shown everywhere.

FYRELINE
FIREPLACE FURNISHINGS FOR TODAY'S LIFE STYLE

FYRELINE • 11625 Hart Street, North Hollywood, CA 91605 • (213) 765-6300 (A Wilshire Industries Group Company)

HOUSEWARES SHOW SECTION

HOUSEWARES

(Continued from page 93)

RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
16	5¼"-dp Square dishpan, gold	4,058	2.51	10,185.58
17	12"-wide Shelf liner, white	7,496	1.34	10,044.64
18	Delux dish drainer, almond	1,977	4.94	9,766.38
19	10¾"-high Rectangle laundry basket, avocado	2,151	4.49	9,657.99
20	5¼" Square dishpan, chocolate	3,763	2.51	9,445.13

CORNINGWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Menu-ette set, Cornflower	6,357	17.63	112,073.91
2	Sidekick	5,413	6.47	35,022.11
3	Grab-It set	3,057	9.17	28,032.69
4	Kitchen Starter set, Spice	730	38.03	27,761.90
5	Menu-ette set, Spice	1,182	23.21	27,434.22
6	Cass-ette	4,581	5.93	27,165.33
7	Menu-ette set, Wildflower	1,135	23.21	26,343.35
8	Kitchen Starter set, Wildflower	657	38.03	24,985.71
9	6-cup Teapot, Cornflower	1,823	12.95	23,607.85
10	6-cup Teapot, Spice	1,605	14.66	23,529.30
11	6-cup Teapot, Wildflower	1,557	14.66	22,825.62
12	Kitchen Starter set, Cornflower	639	33.47	21,387.33
13	Large open roaster, Spice	1,083	18.35	19,873.05
14	Microwave set	499	38.03	18,976.97
15	3-qt Casserole, Spice	1,064	-17.63	18,758.32

PYREX

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3-qt Bake dish w/basket	5,181	13.04	67,560.24
2	30-qt Oblong bake dish	13,815	4.67	64,516.05
3	Bake 'N Serve set, Fireside	5,470	11.15	60,990.50
4	2-qt Casserole w/basket	4,032	13.04	52,577.28
5	2-qt Bake dish w/basket, Fireside	4,780	8.36	39,960.80
6	1-cup Liquid measure	19,496	1.79	34,897.84
7	1-pt Liquid measure	14,840	2.33	34,577.20
8	4-pc Mix bowl set, w/handle, green	2,734	12.59	34,421.06
9	1½-qt Casserole w/basket, Fireside	4,597	7.46	34,293.62
10	2-qt Oblong bake dish	7,950	4.22	33,549.00
11	6-oz Custard cup, 4-pk	8,796	2.87	25,244.52
12	8" Square cake dish	7,011	3.59	25,169.49
13	1½-qt Casserole	5,832	4.22	24,611.04
14	9" Pie plate	12,078	2.02	24,397.56
15	2-liter Juice jar	6,474	3.59	23,241.66

Source: HalMar Distributors

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Bakeware Hot

(Continued from page 93)

Nos. 1 and 12, carried $3.59 average retails.

What shouldn't be overlooked is that while the gadgets were low priced, the trade-up of past years has become firmly established and seven of the items had average retails between $2.15 and $3.32 besides the four priced over $3.50.

While price is important, the better quality items at the step-up tag continue to sell.

A similar situation has occurred in plastics. Only three items had average retail pricees under $1, and one item, a Loma 32-gal., lock-lid refuse container, No. 19, had an $11.15 average tag.

Large size was the story in cleaning and chemicals as only three items had a capacity under 14 oz. and nine were 24 oz. and more.

Consumers were responding to the large sizes that offered more cleaning or polishing chemicals because they were the better buy—the better value.

Weller is suddenly hotter than ever!
Weller Instant Heat SOLDERING TOOL
Weller Soldering Gun Kit
Quality Hand Tools

[illegible] we're extending our [illegible] with the "Instant Heat [illegible] kit." Specifically designed for the booming hobby and crafts market, it contains all the proper soldering tips, plus cutting and smoothing tips for nylon and plastic. Also included is an instructional crafts booklet for the do-it-yourselfer.

Hotter: Our hot new seller isn't your only tool for higher profits. Because now there's another big new way to cash in on Weller popularity...with "space organizer" modules. Each module features the best sellers of the Weller line, so you'll see even more Weller turnover and profits than ever before.

Hottest: These Weller modules are part of a big new program—the Cooper Tool Center. Become a participating dealer—and take advantage of our free display and point-of-sale materials, plus co-op and national advertising.

As a part of the Cooper Tool Center, Weller is suddenly a hotter seller than ever. Contact your Cooper distributor right away for complete details on how you can put the heat on your profits.

[illegible] · Crescent · Lufkin · Nicholson · Weller · Wiss · Xcelite · Friends you can trust...from Cooper the Toolmaker.

These names light the way to profits ...you better know them.

DALON

ENDURA

CLIP-LITE

Everyone needs a compact, handy light—and Dalon comes in vibrant, attractive colors. Contoured to fit the hand. Dalon is available in two models—magnetic and non-magnetic.

Disposable flashlight sales have expanded tremendously due to compact, attractive designs and promotion via attractive blister packaging and counter displays. Today's retail customer recognizes the many uses for our compact light, and volume impulse sales result. Dalon provides higher mark-up, faster turnover and greater volume.

That's why Dalon is the single most important flashlight in the market today: Dalon makes light work of earning dollars, sells itself.

We have a great story to tell... call us at (800) 243-9012

wonder®
CORPORATION OF AMERICA
24 Harborview Ave., Stamford, Ct. 06902

[illegible]/22/80 C 5150-203

Housewares PMA: Pp. 11-13

Discount Store News®

THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

VOL. 19, NO. 15

Published Biweekly, Every Other Monday, Monthly in December, by Lebhar-Friedman Inc.

$1.75 a copy
JULY 28, 1980

Hoped-For UPC, OCR-A Compatibility Due Next Year

Nationwide DSN Report

The hoped-for compatibility of UPC and OCR-A will become a reality early next year, DSN has learned.

Specifications that will, for the first time, enable manufacturers to use both UPC and OCR-A as the marking systems for general merchandise are to be issued by the retailer/manufacturer/equipment-maker group that developed OCR-A as a voluntary identification standard.

OCR-A uses human and machine-readable numbers while UPC uses a 10-digit number and a series of bars, the latter readable only by machine.

The proposed OCR-A guidelines for manufacturers to use to provide compatibility with UPC detail the size and optical characteristics of the OCR-A type font to be printed along with UPC's bar code and 10-digit number (which is in OCR-B type).

The OCR-A will be printed either above or below the UPC and repeat the 10-digit number, but in OCR-A type.

Other developments in the merchandise marking field.

- Wal-Mart this fall will test the use of UPC-marked merchandise in one store by installing slot scanner checkouts to read items UPC-marked by the discounter. The test will be expanded to another store in 1981.
- A DSN survey of the top 100 discount store chains found that among the discounters responding, 55.5% favored the adoption of OCR-A, 29.6% preferred UPC and 14.8% were undecided.
- The National Mass Retailing Institute has formed an executive committee that will meet in the fall to decide what, if anything, discounters as a group should do about merchandise marking.

Development of OCR-A was spearheaded by the National Retail Merchants Association in conjunction with some general merchandise manufacturers and equipment producers.

The voluntary group also developed the technical standards that provides compatibility of OCR-A and UPC.

UPC's development was spurred by supermarkets and food producers. The UPC Council, however, didn't support development of compatibility of the two systems.

The UPC 10-digit number is the equivalent of an sku, but doesn't include price or such specific information as size or color that discounters and other general merchandise retailers often incorporate in their merchandise identification.

An NRMA spokesman said that tests conducted by some conventional department

(Continued on page 26)

Unveiling 5 Ex-J.M. Fields

Jefferson Poised For Philly-Area Invasion

By Arthur Markowitz

PHILADELPHIA—Jefferson's long-heralded thrust into the Greater Philadelphia market was set to take place at presstime with five ex-J. M. Fields stores due to be unveiled as Jefferson/Ward units.

Jefferson's planned opening of 17 stores in the Greater Philadelphia market, along with two stores already operating in Wilmington, Del., and one in Bethlehem, Pa., could produce $200 million in sales for the discounter.

The move into the Greater Philadelphia-Wilmington, Del., market denotes the efforts of Montgomery Ward, Jefferson's parent, to establish a strong base on the East Coast, particularly in the highly-populated Northeast where it has few stores and where it is overshadowed by its two prime mass merchandising rivals, Sears and J. C. Penney.

Jefferson's president David H. Kenny, who is also a Ward senior vice president and director, acknowledged that Jefferson/Ward "is a different way for Ward to compete with Sears and Penney."

Jefferson Ward

Jefferson's remodeling of ex-Almart in Wilmington, Del., includes using the new Jefferson/Ward logo and refurbishing the entrance. Average cost of 20-store remake in Philadelphia-Wilmington area is projected at $3.5 million. (DSN photo)

Edward S. Donnell, Ward's chairman and chief executive officer, called Jefferson/Ward a very important growth element in Ward's plans.

He said: "I can see it spreading, particularly on the East Coast from Maine down to Florida. We will decide later how far west it goes."

Ward converted eight of 16 stores in Florida to Jefferson last year, and Donnell said: "I think it's possible for more Wards to be converted to Jefferson/Ward."

(The Jefferson logo is used alone in Florida where the chain started and has its base, while the Jefferson/Ward name is used in all other markets.)

Donnell projected $200 million in sales for Jefferson in the Greater Philadelphia-Wilming-

(Continued on page 21)

K mart Is Seen Boosting Magazine Ad $$ by 40%

TROY, Mich.—K mart is stepping up its national consumer magazine advertising in an effort to attract a more affluent, better educated and bigger-spending customer, and to improve its product credibility among its target groups.

On at least some of the ads, K mart is sharing the cost with manufacturers.

Sources estimate K mart's gross magazine expenditures will climb to around $7 million this year; dollars already budgeted for Reader's Digest and TV Guide alone top $4 million. To date the chain has run 22 pages in Reader's Digest and 50 in TV Guide. A large part of the chain's fourth-quarter program is still in the planning stages, DSN learned.

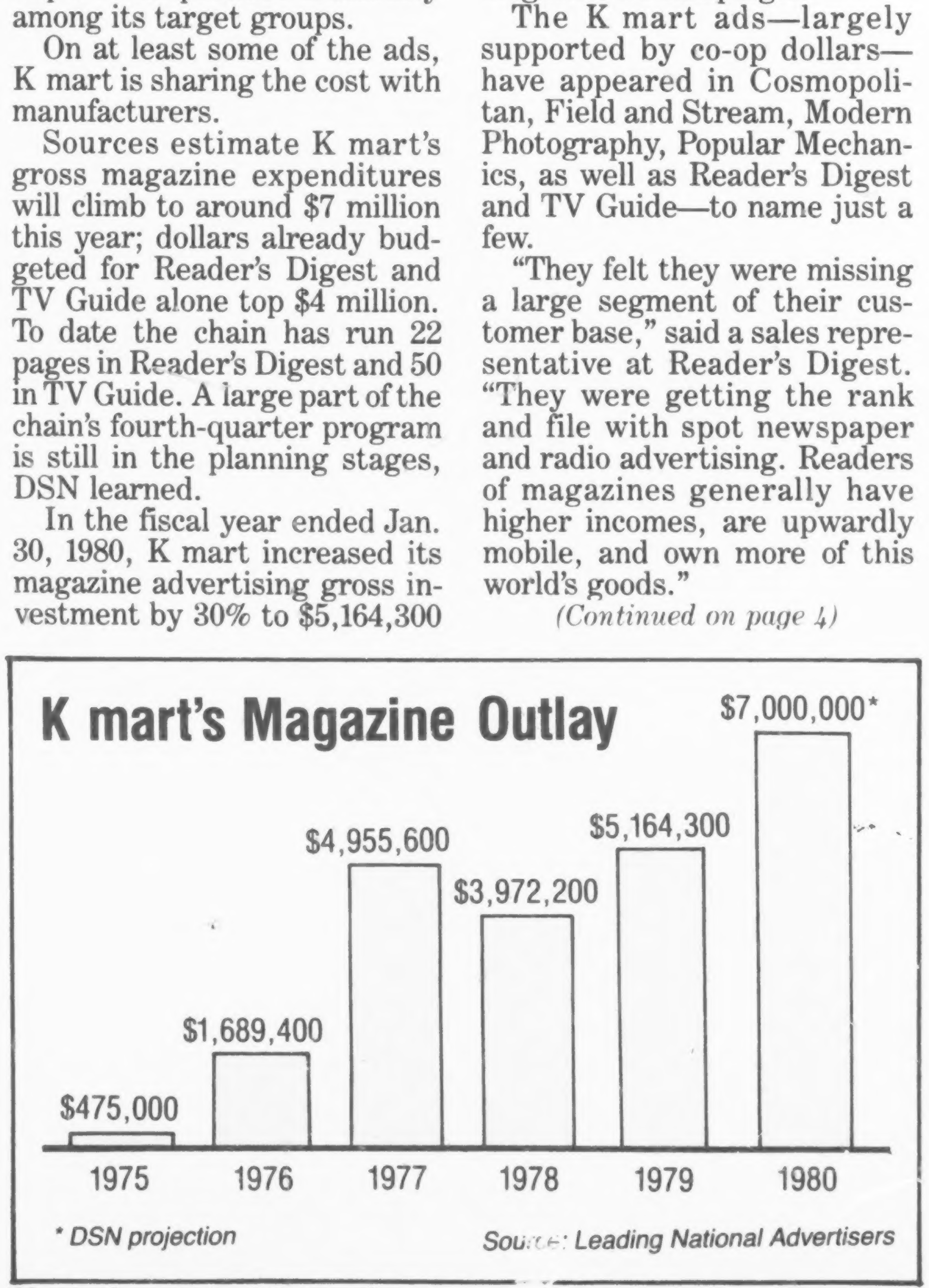
In the fiscal year ended Jan. 30, 1980, K mart increased its magazine advertising gross investment by 30% to $5,164,300—2% of its total advertising budget of $301 million.

Today the retailing giant ranks third—behind Sears and Penney—among general merchandise chains with national magazine ad campaigns.

The K mart ads—largely supported by co-op dollars—have appeared in Cosmopolitan, Field and Stream, Modern Photography, Popular Mechanics, as well as Reader's Digest and TV Guide—to name just a few.

"They felt they were missing a large segment of their customer base," said a sales representative at Reader's Digest. "They were getting the rank and file with spot newspaper and radio advertising. Readers of magazines generally have higher incomes, are upwardly mobile, and own more of this world's goods."

(Continued on page 4)



* DSN projection

Source: Leading National Advertisers

K mart's accelerated national consumer magazine advertising complements other efforts the retail giant has made to attract a more affluent, big-spending customer.

Target Agrees To Buy Ayr-Way

MINNEAPOLIS—Target and Ayr-Way have entered into an agreement in principle for the 86-store Dayton Hudson subsidiary to acquire the 41-store Ayr-Way chain for an undisclosed cash purchase price.

The agreement is seen as a move by Target to solidify its position against two of its strongest regional competitors, Wal-Mart and Gold Circle. Ayr-Way stores in Indiana (32) and Louisville (which will be Target's easternmost units if the deal is completed) will tie into Target's announced entry, and distribution center, in Arkansas and Memphis.

Ayr-Way's 1979 revenues were $289 million.

Korvettes Sells 5th Ave. Lease; More Stores Are Getting the Ax

NEW YORK—Korvettes closed its Northeast Philadelphia store this month, and at presstime sold the lease on its Fifth Avenue, New York, store to a real estate company for $18 million in cash.

The discounter plans to close its stores in the Detroit and Greater Washington, D.C., markets, but no closing dates were set at presstime, sources in both areas confirmed to DSN.

Korvettes' departure from the Detroit and Washington markets is part of the chain's plans to cut back to a base of about 18 stores in the Greater New York area.

This retrenchment plan, previously reported by DSN, would result in the closing of 18 stores, including about a half-dozen units currently operating in New York and New Jersey.

The closings reportedly could generate more than $30 million for Korvettes, including $18 million for the leasehold of the Fifth Avenue store.

The Fifth Avenue store is to be closed sometime this year so that the real estate purchaser, Sterling Equities, can tear it down and begin building next year a structure for the exclusive use of diamond dealers.

A 400,000-sq.-ft. building of about 30 stories is planned which would house the headquarters and club room of the Diamond Dealers Club and office-condominiums for diamond dealers.

Sterling Equities had purchased a long-term lease on the building that would begin when Korvettes' lease expires. The

(Continued on page 25)

Discounters Invest Big Bucks In Energy-Saving Mechanisms

Nationwide DSN Report

Discounters across the country are insulating roofs, caulking doors and installing a variety of sophisticated electronic devices with the aim of stabilizing skyrocketing utility bills this winter.

For many the cost has been great. Computers that regulate electrical consumption and automatically control lighting, heating and air-conditioning cost more than $13,000 per store to install.

Even less sophisticated computers that only regulate a store's electrical demand rate by cycling off heavy appliances during periods of peak usage cost from $8,000 to $10,000.

Discounters who have renovated and installed as little as two inches of insulation in the roof of an 80,000-sq.-ft. store have found the single-store bill to be as high as $110,000.

Nevertheless, chains such as Rink's, Pamida, T.G. & Y., Ayr-Way and others are finding that many of the improvements will pay for themselves in as little as 18 months because of the money they will trim from energy bills.

Officials of T.G. & Y. said that the manufacturers of two mini-computers offered to guarantee savings. They offered to accept half of the monthly savings on the electric bill as payment toward the unit's $10,000 cost.

Six of the devices have been installed and 10 more are on order.

Through these and other conservation steps, such as putting low-wattage light bulbs in all stores and using heat pumps instead of electric heat in new construction, officials at the chain estimate they have shaved a total of $28 million from their electric bills since 1975.

Some chains said they were moving ahead cautiously with the installation of the computerized energy-saving devices.

William Novicki, Mr. Wiggs' facilities manager, said the chain installed the costly devices in two of its stores two years ago but held off on further installations because it was disappointed by the initial poor performance.

(Continued on page 26)

Hills, Glosser Bros. and Wal-Mart Run Ad Drive to Spark Coal Revival

As most discounters try to cut their use of expensive imported oil and natural gas, three discount chains have begun campaigns advocating the replacement of foreign fuels with something that can be stamped "Made in the U.S.A.": coal.

Hills, Glosser Brothers and Wal-Mart began their programs in the spring and summer, hitting consumers with a barrage of newspaper advertisements intended to gather grass-roots support for the nation's coal industry. Individual methods went even further than the newspaper campaign, including the airing of numerous television and radio spots, passing of petitions and mailing of almost one million letters to Congressmen and Senators urging a unified coal policy.

"We're in coal country and we see what the depression of that [coal] industry is doing to our economy," explained Hills vice president Stephen A. Goldberger. "Too many of the people in our area are unemployed and it's hurting all of us."

Hills began its campaign in June, placing ads in 81 papers that reached an estimated 3.5 million persons. In addition, 30-second television spots and 60-second radio announcements were aired repeatedly during the month.

(Continued on page 26)

This book section in a Houston T.G. & Y., between consumer electronics and garden sections, has been popular. Other discounters warn, though, that trouble may lie ahead. (DSN photo)

Romance Novels Hot But Cost Hikes Hurt Book Biz

Nationwide DSN Report

Increased selections of romance novels, and strategic location of those and other paperback books to encourage impulse buying may become trends of the future as increasing numbers of discount chains fight to maintain sales in view of increasing public resistance to publishers' prices.

Already, many chains report they are increasing their stocks of romance novels as well as a popular western series because the lower-priced publications appear to be immune to the resistance and are registering sales increases of up to 13%.

Several chains—including FedMart—are also placing paperbacks at endcaps and checkouts as a means of perking up drooping sales.

For many chains—such as K mart and West Virginia-based Heck's—the resistance has not yet materialized and buyers report increased unit sales as well as profits.

K mart, for example, said it will have "book corners" in more than 300 stores this year and that the number of stores adding them will continue to grow.

But for chains such as Jefferson, Gold Circle, Woolco and others, it appears the paperback boom reported as recently as last summer may be headed for trouble.

Books that retailed for $1.95 just two years ago are now $3 and many chains report that customers are either being di-

(Continued on page 24)

16-20 Openings a Year Are Set

Howard's 100th Store Is Due in Sept.

MONROE, La.—Howard Bros. Discount Stores is heralding its 100th unit, slated to open the first week of September.

The 48,500-square-footer (40,000 sq. ft. of selling space), will be in Slidell, La., and conform to one of the chain's three prototypes and its "BRANDiscount" marketing strategy.

The strategy was devised two years ago (with the help of outside consultants) to unify all aspects of the chain's visual presentation, including signage, store packaging and layouts to focus customer attention on primary competitive areas.

Other prototypes have 30,000 sq. ft. or 50,000 sq. ft. of selling space. Store size changes with the population, retail sales, labor market and competition

The chain's traditional strengths have been in its selection of nationally branded lines of merchandise, especially in hard lines. Two years ago, the chain added fashion apparel to its basic apparel selection, shifting its hard lines to soft lines (including domestics) ratio to 65%/35%.

Parent Gamble-Skogmo, in its 1979 annual report, noted Howard's sales and profits suffered as a result of revamping of its merchandise distribution system. Howard officials declined to comment on the system at this time. DSN estimates chain sales at $260 million and profits at $6 million last year.

The chain plans to continue its aggressive expansion program--16 units were added in 1979—at a rate of 16 to 20 stores per year for the next several years, according to James Howard, assistant to the ceo.

Since the retirement of Alton H. Howard, 54, in January, because of health problems, the chain has operated without a president. William L. Howard, 58, has remained chairman and ceo, while James Howard, 35, was elevated from secretary-treasurer to assistant to the ceo.

In This Issue . . .

FAST TRACK. A trucking deregulation bill supported by several big discounters and other retailers was signed by President Carter. The law's aim is to open the trucking industry to more competition, but some chains are concerned about its possible long-range effects. (P. 6)

LEAN AND CLEAN. Discounters are tightening up on their housewares inventories in response to the recession. Basics are getting the big play, as is evident on the latest PMA. (P. 11)

MARK THIS. The Discounter Management Development Series focuses on merchandising marking in the installment penned by Touche Ross' Randy L. Allen. (P. 8)

Departments

At the Source 18
Classified 22-24
Discounter Management Development Series 8
Editorial 6
Executive Changes 5
NMRI President's Corner 6
Product Movement Audit Housewares 11
Washington Beat 6

Fishing Gear Patrons Bite at Promos; Need Stronger Bait in '81?

Nationwide DSN Report

Discounters reported good fishing equipment sales this year, but many were left uncertain about next year's prospects.

The deepening recession and possible cutbacks in advertising budgets have many of them approaching next season with caution.

"The fishing category is one of the few that has sustained and even increased sales a little for us," said Terry McBurney, head sporting goods buyer at Michigan-based Meijer's Thrifty Acres. "Fishing is an inexpensive sport. Even when money is tight the sportsman can still enjoy a relatively inexpensive fishing weekend."

Tight money, buyers said, contributed to a slight decline in sales of rod-and-reel separates, a purchase fishermen apparently were postponing this year in lieu of less expensive combination sets or investments in fishing accessories.

"It's like fixing a car instead of buying a new one," said Gene Arnold, buyer at Wisconsin-based Prange-Way. "Customers weren't investing the money in new rods and reels this year, but they were buying accessories to make their existing equipment function like new."

Combination sets appealed to the new, occasional fisherman on the lookout for a minimum expenditure in fishing gear, buyers noted. Arnold cited a 30% sales increase in combos this season.

Discounters who gave more exposure to lower- to medium-priced rod-and-reel separates also benefited from a trend toward trading down.

"Sales slacked off in high-ticket electronic items such as trolling motors and sonar fish locators priced over $100," said Meijer's McBurney.

(Continued on page 4)

Many fishermen bought accessories for existing gear rather than spend extra dough for new rods and reels this year. Scene is FedMart, Houston. (DSN photo)

DISCOUNT STORE NEWS
(USPS 123-910, 123-890, 123-870, 109-230; ISSN 0012-3587), is published biweekly—every other Monday, monthly in December—by Lebhar-Friedman Inc., 425 Park Ave., New York, N.Y. 10022. Subscription rates: *Retailers and wholesalers*—one year, $5.50; two years, $8.50; three years; $10.50. Canada: one year, $6.50; two years, $10.50; three years, $13.50. *Manufacturers, schools, libraries and all others*—one year, $12; Canada: one year, $13; *All subscribers elsewhere*, $35 a year. Single copy rate, $1.75, except annual census issue, $20.

Controlled circulation postage paid at New York, N.Y.; Boston, Mass.; Chicago, Ill., and at Los Angeles, Calif.

Copyright© 1980 by Lebhar-Friedman Inc. All rights reserved.

Postmaster: please send form 3579 to Fulfillment Manager, *Discount Store News*, 99 Park Ave., New York, N.Y. 10016. For change of address six weeks notice to Circulation Dept. is requested. Give old and new address and zip code. If possible, enclose address portion from cover of previous issue.

Vol. 19, No. 15 July 28, 1980

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Lower-Priced Offerings Added In Housewares

By Howard Bobroff
President,
Myron Nickman Distributors

Manufacturers of nonelectric housewares at the Chicago housewares shows responded to the sliding economy with special lower-priced offerings in the second half of the year as they strove to maintain sales in the face of weakening demand at both the retail and consumer levels.

The slowdown in movement of staple housewares wasn't evident in the Product Movement Audit report for Jan. 1 through May 29. The slide became evident starting in the latter part of May, too late to offset the strong sales during the preceding part of the year.

Retailers in the past two months made clear their intention to maintain clean, tight inventories as they geared up for the second half of the year. The battle cry, of course, was stay in stock in basic housewares and stay on top of seasonal sales trends.

The latter interest could be seen in the movement of canning goods, for example, with a Columbian 22-qt., seven-jar canner as No. 7 in the cookware area. A host of gadgets used in canning made this chart, including a Foley measuring cup set, Foley 2-qt. food mill, Gemco food chopper and Foley 3-cup sifter, as Nos. 10, 13, 14 and 16.

The impact of the economy on manufacturers was evident in a number of different ways, but the total thrust was to make producers more responsive to the call for lower-priced housewares. The downturn resulted in Rubbermaid, for example, closing its factory for a few days during the first half of the year, a move that probably reflected more aggressive promotions from plastic manufacturers as well as slower growth this year than in past years due to the

(Continued on page 12)

Israel Bond Organization Honors Kimball, Metzger

NEW YORK—Robert W. Kimball and Erich Metzger, executives of Unishops Inc. and S. E. Nichols Inc., respectively, were awarded the David Ben-Gurion Award from the Israel Bond Organization.

Kimball, president of men's and boys' wear divisions at Unishops, and Metzger, Nichols' executive vice president and board member, were honored for leadership in the organization and for their contributions of investment capital for development of Israeli commerce, industry and agriculture.

HOUSEWARES

Figures for Jan. 1-May 29 supplied by Myron Nickman, a division of Cook United, Maple Heights, Ohio, cover 900 stores, including 125 discount department stores in the Midwest. Average retail pricees listed by the distributor reflect typical price points for discount clients.

TABLETOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Expressions 20-pc set, Wildflower	2,814	54.66	153,813.24
2	Expressions 20-pc set, Indian Summer	2,259	53.59	121,059.81
3	Expressions 20-pc set, Meadow	2,027	54.70	110,876.69
4	Corelle 20-pc set, gold	3,282	30.55	100,265.10
5	Corelle 20-pc set, green	2,785	35.57	99,062.45
6	Corelle 20-pc set, Woodland	2,721	30.55	83,126.55
7	Corelle 20-pc set, white	2,509	28.76	72,158.84
8	Corelle 20-pc set, blue	2,372	30.16	71,539.52
9	Expressions 20-pc set, Batik	898	54.91	49,309.18
10	Expressions 20-pc set, Blue Heather	440	53.94	23,733.60
11	Corelle completer set, Woodland	889	16.44	14,615.16
12	Corelle completer set, gold	764	16.44	12,560.16
13	Corelle completer set, white	660	16.02	10,573.20
14	Corelle completer set, blue	616	16.59	10,219.44
15	Corelle completer set, green	562	14.01	7,873.62
16	Oneida 50-pc set, Daydream	200	21.22	4,244.00
17	Expressions small plate, Meadow	279	13.82	3,855.78
18	Corelle small bowl, white	666	5.54	3,689.64
19	Corelle small bowl, gold	561	6.47	3,629.67
20	Corelle small bowl, green	519	6.50	3,373.50

GLASSWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Anchor Hocking 24-pc set, Newport Gold	1,704	7.25	12,354.00
2	Anchor Hocking 24-pc set, Newport Crystal	1,077	7.56	8,142.12
3	Libbey 6½-oz tall wine, Citation, 4-pk	1,386	3.88	5,377.68
4	Libbey 10-oz goblet, Citation, 4-pk	1,218	3.89	4,738.02
5	Libbey 6½-oz round wine, Citation, 4-pk	1,170	3.86	4,516.20
6	Libbey 12-oz bev, Harvest Time	756	4.94	3,734.64
7	Libbey 12-oz bev, Valleybrook, 8-pk	684	5.25	3,591.00
8	Libbey 2-gal crystal milk bottle	300	11.90	3,570.00
9	Anchor Hocking 5½-oz stem wine, Wexford, 4-pk	624	5.59	3,488.16
10	Libbey 1-oz cordial, Citation, 4-pk	906	3.85	3,488.10
11	Libbey 6½-oz sherbet, Citation, 4-pk	900	3.86	3,474.00
12	Libbey 17-oz iced tea, Tawny Swirl	11,664	0.29	3,382.56
13	Anchor Hocking candy dish w/cover, Wexford	1,098	3.07	3,370.86
14	Anchor Hocking 9½-oz goblet, Wexford, 4-pk	606	5.53	3,351.18
15	Libbey 6¼" Crystal egg jar	3,240	1.02	3,304.80
16	Libbey 16-oz cooler, Gold Aster, 4-pk	1,242	2.66	3,303.72
17	Libbey 12-oz bev, Meadow, 8-pk	624	5.28	3,294.72
18	Anchor Hocking salt & pepper set, Wexford	1,008	3.23	3,255.84
19	Libbey 25-oz cooler, Tawny Swirl	7,128	0.45	3,207.60
20	Libbey 12-oz bev, Grasses, 8-pc	642	4.94	3,171.48

COOKWARE

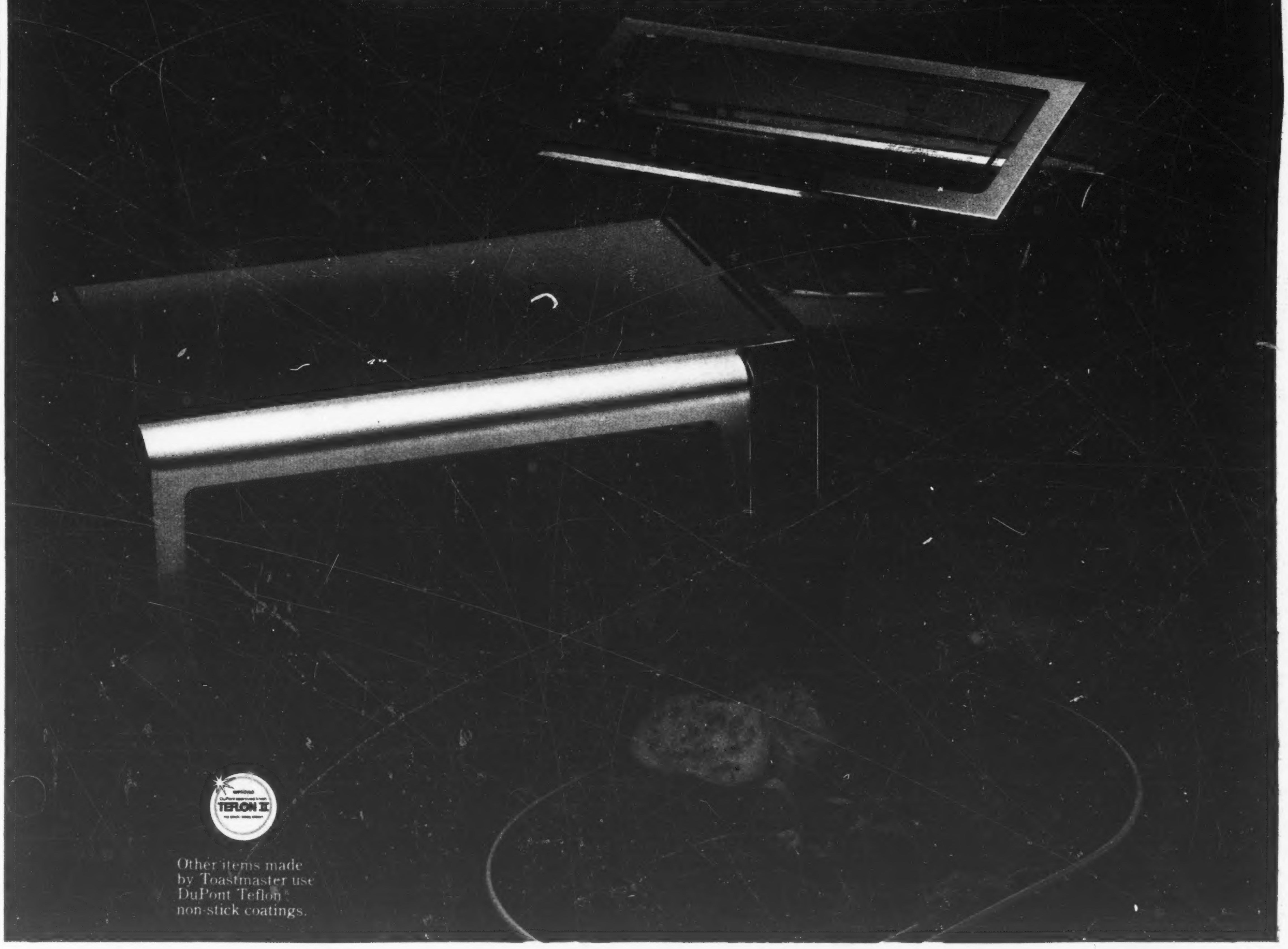
$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Chilton 11" saute pan, SilverStone, almond	4,188	7.98	33,420.24
2	Chilton 7⅞" saute pan, SilverStone, almond	3,552	5.77	20,495.04
3	Chilton 1-qt sauce pan, SilverStone, aluminum	2,636	7.49	19,743.64
4	Wear-Ever 10" saute pan, Premium, SilverStone	2,116	9.21	19,488.36
5	Chlton 11" griddle, SilverStone, aluminum	2,304	7.71	17,763.84
6	Chilton 7½" fry pan, SilverStone, aluminum	2,732	5.61	15,326.52
7	Columbian 22-qt. 7-jar canner	1,254	9.45	11,850.30
8	Wear-Ever 12" saute pan, Premium, SilverStone	892	11.93	10,641.56
9	Wear-Ever squre griddle, Premium, SilverStone	1,048	10.09	10,574.32
10	Wear-Ever 8" saute pan, Premium, SilverStone	1,312	7.73	10,141.76
11	Wear-Ever 10" fry pan, Premium, SilverStone	836	11.90	9,948.40
12	Ekco 1"-deep Baker's Secret cookie sheet	4,092	2.35	9,616.20
13	Chilton 9¼" saute pan, SilverStone, almond	1,164	7.90	9,195.60
14	Anchor Hocking microwave bacon rack	1,884	4.62	8,704.08
15	Columbian 12-qt soup pot, white/black	1,248	6.73	8,399.04
16	Columbian 8-qt pot, white/black	1,440	5.82	8,380.80
17	Ekco oblong cake pan, Baker's Secret	3,900	2.11	8,229.00
18	Ekco ¾"-deep Baker's Secret cookie sheet	3,360	2.10	7,056.00
19	Wagner 11¾" cast iron skillet	828	7.88	6,524.64
20	Granitware 18-lb. roaster	804	7.92	6,367.68

GADGETS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Swing-A-Way hand can opener, chrome	3,288	2.76	9,074.88
2	Rhodes timer, mini-minder	1,776	4.72	8,382.72

(Continued on page 12)

THE BASIC IDEA AT TOASTMASTER IS TO MAKE THE TOASTER-OVEN-BROILER PEOPLE REALLY WANT.



Other items made by Toastmaster use DuPont Teflon® non-stick coatings.

The Toastmaster 380 Toaster-Oven-Broiler. Continuous-cleaning, greater capacity, and versatility that says, "Take me home" to so many people.

The Toastmaster 380 Toaster-Oven-Broiler is the first product of its type to offer durable porcelain enamel continuous-cleaning interior oven surfaces. And that's just one reason why the 380 has proven consumer appeal.

It also has greater capacity than most other toaster-oven-broilers. Extra room that makes it possible to toast four generous sandwiches, bake a nine-inch cake or casserole, or broil a bigger steak.

Here, in a single countertop unit, you have a modestly priced appliance that toasts, bakes or broils at the turn of a knob. The kind of product that's right at home for breakfast, lunch, dinner or snacks.

And with both the Toastmaster 380 and the 370, you're sure to have the toaster-oven-broiler people really want.

What we make at Toastmaster is what people really want. That's why, if it comes from Toastmaster, it will sell.

Toastmaster®
1801 N. Stadium, Columbia, MO 65201